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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVIII. NEW YORK, JANUARY 9, 1907.

No. 2.

<b>IN THE UNITED STATES</b> there are 39 (and only 39) cities with population exceeding 100,000 — the total population of these 39 cities being . . . . .						<b>15,128,178</b>
646 towns	3,000 to	5,000	population, totaling, approximately,			<b>2,584,000</b>
486 "	5,000 "	10,000	" "	" "	" "	<b>3,645,000</b>
235 "	10,000 "	20,000	" "	" "	" "	<b>3,525,000</b>
157 "	20,000 "	50,000	" "	" "	" "	<b>3,900,000</b>
48 "	50,000 "	100,000	" "	" "	" "	<b>3,360,000</b>
<b>Total . . . . .</b>						<b>32,142,178</b>

Thus, it will be seen that approximately 50,000,000 people reside in towns of less than 3,000 population, in rural villages and on farms. The average number of persons per home being  $5\frac{1}{2}$ —a town of less than 3,000 population means a town with less than 600 homes.

**IN THE UNITED STATES** there are 35,678 Rural Free Delivery routes, and more than 80 per cent of them emanate from towns less than 3,000 population—less than 600 homes.

Nearly 85 per cent of all the R. F. D. routes in the United States are in States within a radius of 500 miles of St. Louis.

Now, Mr. Advertiser, if you have read the above—read it again—study the figures.

Fifty million people in towns less than 3,000 population.

Seventeen million people in towns over 3,000 and less than 100,000 population.

Fifteen million people in towns over 100,000 population.

**THE ARGUMENT:** There is no question but that an advertiser using any ten or a dozen of the largest magazines or periodicals, circulated through news-stand distribution, can cover the fifteen million people in the thirty-nine largest cities; yet if he used **all** of these magazines and periodicals, he would hardly **TOUCH** the fifty million people residing in towns of less than 3,000 population, in the rural villages and on the R. F. D. routes and farms. If an advertising appropriation is \$1,000, \$10,000 or \$100,000, surely a portion of it should be used to place the proposition before these 50,000,000 people. You will be told (by interested parties usually) that people residing in towns of less than 3,000, on the R. F. D. routes, etc., have no money to spend, yet there is one concern in Chicago—doing a merchandise business of \$1,000,000 a week—whose business has been built by advertising exclusively in papers circulating among these people. Mind you, just **ONE** concern, "and there are others."

Our pamphlet "**POPULATION AND CIRCULATION**" contains facts and figures that may interest you. We will send a copy to advertisers on request.

## The Woman's Magazine

(Largest in the World)

**ST. LOUIS :: MO.**

Chicago, 1st Natl. Bank Bldg.  
GEO. B. HISCHE, Mgr.

New York, Flat Iron Bldg.  
A. A. HINKLEY, Mgr.

McClure's in 1906

**I**N 1906, McClure's—  
*The Marketplace of the  
World*—carried 167 more  
pages of net paid adver-  
tising than any other  
magazine.

**F**URTHER, the maga-  
zine carrying the next  
largest amount during  
the same period pub-  
lished 104 pages of adver-  
tising of a class or char-  
acter that we would not  
publish in McClure's—  
*The Marketplace of the World*.

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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LVIII.

NEW YORK, JANUARY 9, 1907.

NO. 2.

## A LITTLE SYSTEM.

BETTER COPY, BETTER MEDIUMS AND FEWER OF THEM, KEY NUMBERS, WORK AMONG RETAILERS AND INTELLIGENT MANAGEMENT ALL AROUND—THESE HAVE BROUGHT A SURPRISING INCREASE IN DIRECTLY TRACEABLE NEW BUSINESS TO THIS WATCH COMPANY.

The story of the New England Watch Company's advertising the past year shows what a little intelligent systematizing of the publicity end will often do in an established business. This concern has not increased its advertising expenditure—in fact, has saved a little of it. Yet by wiser selection of mediums, the use of copy that made a definite proposition to the reader, the use of key numbers and the development of interest among retailers, this company has secured in one year more directly traceable new business than had resulted from many years' advertising under former methods.

The New England Watch Company is located at Waterbury, Conn. It is not a new concern, but was established fully twenty-eight years ago, entering this industry as the pioneer house in the making of what might be called medium-price, high-grade watches. The Yankee clock-watch, with its wide advertising, has made it necessary to explain nowadays the difference between a medium-price watch and a young clock. The New England Watch Company makes *watches*. Its product ranges from a nickel-silver time-piece retailing at \$2 to one in solid gold for \$60. It is said to be the only company in this country making everything pertaining to its prod-

uct in its own factory, from movement to case, and its line of ladies' watches especially is notable for extent and artistic design. The 1905 census showed fourteen watch manufacturing establishments in the United States, with an annual output of \$11,866,000, and twenty-eight watch case plants turning out \$8,626,000 worth of goods.

For some time after its organization this company sold through the jobbing trade. But about fifteen years ago the policy of selling direct to retail jewelers was adopted, and has been adhered to ever since. The New England Watch Company is said to be the only manufacturing concern in its industry selling by this plan, and has depots and agents for distribution in various parts of the country. As the years went by a remarkably strong distribution was built up among jewelers. There are 14,000 retailers in the United States that the company can sell its product through, and a year ago it was doing business regularly with 9,000 of them. As a consequence, New England watches were pretty generally on sale wherever anyone wanted them.

The company has long employed advertising in considerable volume, spending money freely in trade journals, country weeklies, etc. But this branch of the business ran along with little attention from the directors, and was entirely confined to brief arguments. "New England Watches—ask your jeweler." That was the idea. No advertisement was ever keyed, no records kept. The business grew every year, and it was felt that the company's rela-

tions with jewelers couldn't be much better. The advertising undoubtedly did a lot of good in its haphazard way. How much good nobody was interested enough to inquire.

A year or two ago, however,

was found that the company had no room for him in the factory. Every square foot of space that could be squeezed out had to be devoted to making watches. So a house was leased nearby, and the new man went onto his job,

FOR  
1906 **Christmas** 1926  
"20 Years of Christmas"

"Most Christmas presents are a sort of Christmas Jack-o' Lantern. The pleasure they give vanishes with the end of Christmas Day.

"I aim always to give Christmas-day delight, but, besides, my presents must afford a 365-days-per-year usefulness for long years to come.

"My friends will get *New England* watches and with each one they get a guarantee of satisfactory service for twenty Christmases to come.

"I choose *New England* Watches because their low price represents exactly the amount necessary to buy all needed watch merits—beauty, durability, and above all, accuracy."

*New England*

The Watch for the Great American People  
**\$5 to \$36**

No. 8401  
10 Kt.  
Gold Filled  
Price \$10.50

Every penny a *New England* Watch costs is there in time-keeping qualities and long service.

*New England* Watches have unusual value at their low prices, because for 25 years we have been figuring down watch cost. Because a large output itself means a low cost for each individual watch. Because we are specialists—our every energy, every facility, going exclusively into the economical building of real watch-service.

Ask your dealer to show you *New England* Watches. If he doesn't keep them, just give us his name and address and we will send you a free copy of a handsome and instructive book—the Blue Book of Watches for Ladies or the Red Book of Watches for Men. Write us to-day for the book you want and we will make it easy for you to examine, test and, if pleased, to buy a *New England* Watch. Don't forget to give us your jeweler's name.

NEW ENGLAND WATCH COMPANY, 30 Maiden Lane, New York

the advertising underwent a radical modernization. William H. White, secretary of the company, took it in hand, got an advertising manager and established an advertising department. When this new functionary came on and took off his coat to go to work it

organizing a follow-up and checking system.

The first work was a thorough overhauling of the list of mediums used. Dozens of papers that carried little hit-or-miss publicity ads were cut off, and in their place a small list of widely

(Continued on page 6).





¶ Ten Manufacturers know how to make good stuff to one who knows how best to sell it.

¶ How to put your wares from your factory into the hands of that popular person "the merry public": this is the father of all business problems.

¶ There is only one way for you to "reach an understanding" with your goal the consumer, and that way is advertising of one kind or another. It may be demonstrators, or circulars; or "side-shows," but we submit to you that an overwhelming majority of advertising successes have been achieved through "Magazines," and among these stand THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST with a significant prominence.



THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

circulated mediums, chiefly magazines, was substituted. The next thing was to prepare large copy for these, making a definite proposal to readers. Two booklets were prepared for follow-up work—a red book of watches for men and a blue book of ladies' watches. "Ask your jeweler" was still the keynote of copy. But pictures of attractive watches were shown, with retail prices, and the company's guarantee, its organization, its facilities for producing good medium-price timepieces, its long record of efficiency, etc., were explained at length. Where advertising had formerly run at random through the year, it was now concentrated into the fall months before Christmas, for the holidays are the best watch-selling season.

Edgar F. Cobb is the company's advertising manager. His career began as registry clerk with the Religious Press Association, of Philadelphia. From there he went into the N. W. Ayer & Son agency, working in various positions until he became Mr. Ayer's private secretary, and from that to the trade aid department of the Butterick Publishing Company, New York. Then, after a period with J. W. Beardsley's Sons, advertising shredded codfish and other food products, he went up to Waterbury to tackle the watch business.

Mr. Cobb said the other day, while in New York, that the results from the new watch advertising had been not only satisfactory, but surprising. His department consisted of himself alone when it was first organized. Now it fills a whole floor in the building that was leased outside. Sales have not only increased, but the company has added many new retail accounts that are directly traceable to the advertising. At the close of the campaign that preceded the recent holiday season the number of retail accounts taken on since September was in the neighborhood of 300. Moreover, there seemed to be a general impression in the trade that the company had lately begun to advertise for the first time in its

history, few remembering that it had been spending money for publicity for many years. Yet when a tabulation was made of the amount spent under this new system it was found that the cost of advertising had not been so large as in other years. No attempt to reduce expenditure had been made, but concentration and accurate follow-up had produced a saving.

Inquiries have come in by the thousand, and to each person expressing interest in New England watches the company's literature has been mailed. Furthermore, each inquirer is referred to the retailers in his locality, and the retailers in turn are notified, so that demand and supply are brought together. No mail business is done. The company does not sell direct. With a line of goods so comprehensive, any selling that might be done direct through the mails would be unsatisfactory, quite apart from the injustice to retailers. The object of the advertising is to send people to the jeweler, so that they can see the line of watches for themselves and have every advantage in making a selection. The addition of 300 new accounts in three months may not appear very remarkable as a national growth in a big company's distribution. But when one remembers that there are not more than 5,000 retailers in the whole country who can possibly be added, and that the company sells only through competent jewelers, this growth takes on a new aspect. Some applications by retail merchants for the goods are refused, for it is the policy of the company to place watches on sale only where there is a trained jeweler to handle its product. This is necessary in giving satisfaction to purchasers, as proper carrying out of the company's strong guarantee may involve adjustment and regulating of the timepieces.

"What mediums have you used, Mr. Cobb?" was asked.

"Why, a very small list this year, and an unusual one. We have reached fully 7,250,000 read-

(Continued on page 8).

The net paid circulation of the Philadelphia "Bulletin" for the year 1905 was 211,134 copies a day During the year 1906 the net paid circulation *was 223,198 copies a day.*

"The Philadelphia Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Publisher.**

ers, or about one-half the population of the United States, reckoning five to the family. Yet we haven't used a single general monthly magazine during 1906. Our list was made up of two weeklies, the *Saturday Evening Post* and *Collier's*; two women's magazines, the *Ladies' Home Journal* and *Delicador*; two religious papers, the *Christian Herald* and *Sunday School Times*; one boy's paper, the *American Boy*, and one medium that is out of all classifications, the *Associated Sunday Magazines*. Frankly I thought this last would be poor for us—that it hadn't the quality. But it has turned in a surprising amount of business—in fact, stands very near the top. This question of mediums, though, is one on which I do not care to express too strong opinions. Some of the publications that in 1905 showed up indifferently on keyed results have this year turned out well. I don't know why. In the weeklies we used quarters and whole pages; and in the monthlies full columns. Insertions were three times a month up to December, and the advertising was a systematic campaign laid out early last summer to culminate in the height of holiday buying. The merit of our list is big circulation, and diversified, so that each paper hits a definite class of people very hard. Inquiries have come by thousands for the literature—not alone from every State, but from foreign countries as far away as South Africa and Japan.

"But this general advertising is only part of the story. Before it was prepared we began to correspond with retailers and to tell them in the jewelry trade papers what we proposed to do. I am a strong believer in trade papers, and in trade promotion, where the product is going out through retail stores. We spent the entire summer talking to the retail jewelry trade. Letters, specimens of the magazine ads, folders, etc., were sent to let them know what was to be done on their behalf, and the importance of getting in stock and following up inquiries

as fast as we referred them to dealers was insisted upon. There is a general impression that the retailer is deluged with manufacturers' advertising, and that work of this character finds him indifferent. But it is a false impression. We found that where two personal letters were sent to jewelers, by the time the second had been received and read we would get replies from many jewelers apologizing for neglect of our first communication. Instead of manufacturers boring the retail trade with advertising, we believe that very few are following up dealers as they should.

"Our magazine copy has pulled, I think, because it really explained the company's product and proposals at length, and was attractive in design and pictures. A note of personality was secured by the use of pictures of men and women, with little talks in the first person, what the Doctor says about New England watches, what the Trained Nurse says, what the Judge says, what the Railroad Man says, and so forth. Another curious fact is that, after careful discussion of the question as to whether we should or should not say anything about clock-watches, it was decided that we had better not. With a timepiece selling at \$5 to \$36 I thought there might be a disposition on the part of the public to confuse our product with the cheap clock watches. I wanted to explain this point in the advertising, but it was thought best not to. Now, however, it has been shown that some explanation is needed, and in future campaigns the subject will probably be covered. Yet it was well to wait until the public manifested a misunderstanding of the nature of our goods, because if there had been no such difficulty, and we had made an explanation on assumption, it would have been adding just so much unnecessary data to the story to be told, and bringing up a point that might better have been ignored."

The company's list of trade papers includes seven going to the jewelry trade in this country and

three foreign ones. In addition, a monthly letter is sent to 18,000 jewelers, filled with advertising suggestions. A personal letter goes with each catalogue sent a consumer, and correspondence is followed up to make sure that the consumer gets in touch with the local jeweler, sees his stock, and makes a purchase. It has been found that jewelers not only take care of business sent them, but the impression made by the company's spirit and enterprise is such that they often favor the New England line when customers ask their advice. Catalogues for the jeweler, with his own name and address, are sent out, and every aid is given to help retailers advertise locally. The company's advertising expenditure ranges between \$80,000 and \$100,000 yearly. Copy and placing are in the hands of the Presbrey agency, New York.

#### JAPS USE CHINESE PAPERS.

Hundreds of native newspapers are now published in China and sent broadcast over the land, and the Japanese are taking advantage of their advertising columns to vigorously push trade. The dissemination of these advertisements is greatly aided by the Chinese Imperial Postoffice, which has now branches in every province of China, as well as in the three Manchurian provinces.

In 1905 it handled 76,961,428 pieces of mail matter, 8,896,782 "clubbed" letters, and 1,032,163 parcels, and it issued money orders to the value of 820,844 Haikwan taels. The contents of the parcels are now classified in the customs returns, and there can be no doubt that a considerable trade is thus conducted.

In addition to newspaper advertisements, posters, pictorial and descriptive, are now everywhere to be seen, and I am informed by those who use them that they are very effective for trade purposes. These can be printed in China, and it seems to me that the establishment of a translation, advertising, and poster agency in Shanghai, under the superintendence of a competent foreigner, would meet a want greatly felt by the home manufacturer.

—Report of British Consul.

## Lincoln Freie Presse

GERMAN WEEKLY,  
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

## MOUNTING DAY BY DAY

Daily and Sunday the circulation of THE CHICAGO RECORD - HERALD steadily increases.

SUNDAY, DEC. 16,  
THE CIRCULATION OF THE

**Sunday  
Record-Herald**  
WAS  
**224,293**

21,000 increase in two months. No other Chicago morning paper prints a detailed statement of circulation in every issue.

## The Des Moines Capital

has 30,000 names of Iowa farmers, all collected within the last three or four months, names that have been used in connection with the CAPITAL'S annual Bargain Day subscription scheme. To a limited number of people, the CAPITAL will furnish these in printed form at \$2.00 per thousand. Anyone wishing the entire 30,000 can have them for \$50.00. Address

LAFAYETTE YOUNG, Publisher,  
Des Moines, Iowa.

## WHO'S WHO—AND WHERE-FORE.

## BEN B. HAMPTON.

Macomb is a little Illinois town of about 5,500 people, 206 miles southwest of Chicago. Twenty-five years ago it was smaller, and populated chiefly by folks from Kentucky who came in to sit around the square evenings and talk with a Southern drawl. Ben. B. Hampton was born in Macomb and learned to talk with a second generation Southern drawl. But he didn't stay there to sit around the square, nor did he sit around even when he lived in Macomb. "B. B." as he is now called to distinguish him from his brother Jesse, became the Horace Greeley of Macomb while still a youngster, editing and publishing the Macomb *By-Stander*, which might then have been described as an afternoon weekly. The *By-Stander* is still published in the town, and is still a weekly, and still owned by a Hampton.

B. B. soon felt the need of a larger field, so he went onto the circuit doing newspaper work of various kinds in Chicago, St. Louis, etc., writing and working in the business offices. Then he had a yearning for home ties again, and married, and settled in Galesburg, Ill., buying the *Evening Mail*. He also ran a show printing plant. B. B. was, in fact, one of the largest show printers of his time, and lost as much money at it as had ever been sunk in that section. Show printing took him into the show business. He became an impresario, a vaudeville manager, a street fair promoter. This was years ago, but the tradition of B. B. in the show business is still so virile that many a ten-twenty-third artist fresh from the provinces, entering New York for the first time, comes with the warning that of all people in the metropolis he must not fail to hunt up Ben. B. Hampton.

About 1898 B. B. got restless again, sold out his newspaper and print shop and made a straight Sunday jump into New York with the idea of locking the

place over. At that time there was only one prominent name in advertising—Charles Austin Bates. B. B. had purchased syndicate matter of the great Mr. Bates, and read his writings in *PRINTERS' INK*. He called on Bates, and the upshot of the interview was that B. B. became Bates's stage director, his business manager, his factotum. "See Hampton," was the phrase in Nassau street, and B. B. imported from



BEN B. HAMPTON.

the Galesburg section of Illinois an all-star advertising aggregation that probably outdid anything of the kind that has since been seen under canvas. It was too good to last. When trouble came to the Bates agency in 1901 it split into units, and has been a factor in the agency situation ever since.

B. B. himself withdrew in 1902, taking his brother and several accounts, and a new agency was started in a small office downtown. Things did not look very good at the start. When the plant was moved uptown some months later there was only one load. B. B. figured that the future advertising center was going to be around Madison Square. He also figured that he couldn't lose any more up there than in Nassau street, for he had only that one load.

From this point the scene shifts rapidly to the present.

When B. B. first came to New

York he found living frightfully expensive and moved to New Jersey. About a year after he started his agency, however, he found the traveling to Jersey frightfully monotonous, and moved to Manhattan. Then he bought a house uptown near Riverside Drive. Then he bought a farm near Peekskill and became B. B. Hampton of New York and Peekskill. And now, after five years, he is considering a country estate up on the Hudson.

Where did he get it?

"Oh, easy enough," say the solicitors for other agencies, "Hampton's the agent of the tobacco trust." Just the other day a solicitor sprung that on a prospective client as a final clincher to keep him away from Hampton. "You don't want your account handled by an agency that does the tobacco trust's advertising, do you?" The prospect said, "No, he didn't." But when he went out to lunch and thought it over, "By Gad, that's just what I *do* want!"

The tobacco trust was fearfully prejudiced against all advertising agents when Hampton happened into 111 Fifth avenue one day. It had had disagreeable experiences, and said that if an agent was found in the building it would proceed to throw him out of a high window, just like a newspaper reporter. B. B. happened in one day, they say, and before he could get out one of the trust's departments had requested him to see what he could do with a certain problem, never suspecting he was an advertising agent. From that it went on, bad to worse, until B. B. finally removed his false mustache and announced himself for what he was, and it became apparent that he was not only an advertising agent, but that he had also gathered in the advertising for all this big corporation's many departments. He has it yet, and holds it because the interests at No. 111 have found out that at least one advertising agent believes that his whole duty does not stop with writing and placing the ads.

The Hampton agency is pretty efficient. It now places about

\$2,000,000 a year, and has an organization which is so live that it is continually sloughing off dead tissue. Every Monday there is a directors' meeting in West 22d street. People go round on tiptoe. You can't see anyone. The cars stop on Broadway and stocks are dull down in Broad street until this meeting is over. Then dead tissue gets its envelope at the cashier's window, and there is a hunt for more men. Men pass into the art, the copy, the checking and manufacturing departments, and pass out again. But a few stay, and these the other agencies are ceaselessly trying to steal.

When stolen they are often of little use. Something in the person and manner of B. B., the same something that brings budding actors all the way across country to see him, permeates the organization and holds it together and it produces copy and service that B. B. calls "our kind." He lays no especial claim to the superiority of this kind, but leaves that to clients. It may, in fact, be worse than other kinds. But it is "ours."

B. B. is what the Spaniards call "suave." He is smooth. There is probably no man in New York who is so good at an explanation. Some men have tact, others have diplomacy, others a bull-dog resistance that can't be beat down. But B. B. is just suave. His speech has a homely flavor and pungency and native sense that probably survive from Macomb. That important town, by the way, is in Abraham Lincoln's latitude. B. B.'s explanations are not excuses. In fact, they are not even explanations. You make your own explanation. B. B. shows you twice as many points in the case as you have built your assumption on, broadens the issue, gives it historical perspective. You draw your own conclusions, and perceive that human nature has not failed, but that the hand of Fate has been at work. You are glad it is no worse.

This faculty also enables B. B. to take a half-dozen men, each

with a valuable little talent, and so explain them to one another that they all go to work in sweetness and light to produce a whole. That is why it is humorous when some competitor comes along and steals one of the units. He might steal them all and still not have anything.

B. B. is one of the few general agents who has been a publisher. He knows publishers in a way that not only reflects directly into the rate department, but makes them glad to come and see him when they are in town. He knows billposters, and is close to their organization. He knows all the other agents, and while an active competitor of them all, has still built up a sort of wireless alliance with the biggest of them. So that while in five years he has developed from one load of office furniture to a place among the dozen largest agents, yet they are more or less glad that it was B. B. who grew up, and, not somebody else.

A good many business men work frightfully long hours. B. B. doesn't. If there is midnight oil to be burned he consumes it where there is something doing. No papers litter his office. There is a push-button, and he can ask for what he wants. His chief work when he does work is to talk. He talks in conference, talks to clients, talks alone to his stenographer. His utterances, spoken and typewritten, are taken up by departments and carried out on a system. Much of the time he is away—with his family—at a dinner or convention, lecturing to a Y. M. C. A. on the burning subject of how to do it. He not only spends much time on "the outside," but sends investigators to that important place.

There is said to be something about Hampton copy which makes it conspicuous in a newspaper or magazine quite apart from what merit it may have. Hampton copy is big, black, bold, and also deeply logical. Whatever this something is, or whatever value may attach to it, it seems to be the personality of B. B. It is Ben B. Hampton—His Mark.

From the Syracuse Post-Standard of  
Dec. 24, 1906.

## The Proved Circulation of The "Post-Standard."

SYRACUSE, December 21, 1906.  
The Post-Standard Company.  
Publishers the Post-Standard,  
Syracuse, N. Y.

**GENTLEMEN:** The commission selected by you to report the circulation records of your company beg to state after a thorough and careful examination of your circulation, for the months of June to November, 1906, the following gross and net figures:

	Gross	*Net
June...	27615	26076
July....	28209	26742
August	28601	26952
Sept.	28827	27356
October	29517	27708
Nov....	32412	30872
Dec.....	36555	

\* Net figures show a deduction of all returns, papers sent to advertiser, exchanges, samples, those used for filing, spoiled, in pressroom and those used by employees.

The month of December is the gross average for fifteen days, and net record has not been arrived at for the reason that full returns of unsold papers at this time are not obtainable.

The above figures for six months have been compiled by a careful examination of your ledger accounts, and a count of your mailing galleys in addition to personal verification from a number of your agents, carriers and other sources to prove your records.

Every opportunity was afforded the undersigned in obtaining these results.

H. S. THALHEIMER,  
General Manager of Cleveland Leader.  
J. HENRY CASSIDY,  
Merchant, Representing Syracuse Advertisers.

W. B. CHERRY,  
Advertising Manager the Mettrel-Soule Company, Director the Association of American Advertisers.

HOWARD N. BABCOCK,  
Public Accountant and Auditor.

### Supplemental Report.

As supplementary to the report of our findings of your circulation handed you this date we desire to refer to the increase in November and December over October.

We find a number of DAILY SUBSCRIBERS secured at the REGULAR DAILY RATE were secured by special effort from the list of your now abandoned semi-weekly edition.

In addition we also find there is an average of 67 copies in October and 84 in November sent to non-subscribers in single wrapper which were paid for in bulk, but which only were sent out for a period of fifteen days prior to the recent election.

THE BALANCE IS DUE TO AN APPARENTLY HEALTHY INCREASE OF THE BUSINESS.

H. S. THALHEIMER,  
J. HENRY CASSIDY,  
W. B. CHERRY,  
HOWARD N. BABCOCK.



## SPECIAL ISSUE TO SCHOOLS

PRINTERS' INK has been fortunate in obtaining the list of schools and colleges which is used by a prominent New York weekly publication to solicit advertising for its educational department, and more particularly for its Annual School Number. The list contains only 1,100 odd names, but they have been compiled with exceeding care. Perhaps there is not a better list in the country of schools that advertise at present and of schools that might advertise to advantage.

Not very many of these schools are on the PRINTERS' INK subscription list at present, but we mean to place many of them there. For this purpose a copy of the issue for February 13 will be sent to each school upon the list. The issue will contain interesting and informing articles upon educational advertising. The intention is to make this number of PRINTERS' INK so valuable that it will be preserved for reference.

It will be an especially effective medium for newspapers and magazines which believe they possess unusual value for school advertising. This is the time of year to tell schools why they need your help in filling the class-rooms next September.

***Press-Day for this edition,  
February 6, 1907.***

There will be no advance in the advertising rates, which are as follows:

Classified advertising: 20 cents a line. Display advertising: \$40 a page; \$20 a half page; \$10 a quarter page; \$3 an inch. If a specified position, selected by the advertiser, is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

Address:

**PRINTERS' INK,**

10 Spruce Street,

NEW YORK.

## THE A. N. P. A.—AND WHAT IT NEEDS.

BY T. B. EIKER.

"He wasn't full but they balled him out."

We have the greatest of respect for its worthy objects and purposes. Our remarks were directed more particularly against a certain few of its executive officers—among them Mr. Taylor, Mr. Rogers, Mr. McLain and Mr. Call—who are not, in their individual ideas and interests, representative of the majority of the members of the organization, but who persist in adhering to their ideas in their conduct of the association's affairs.

These gentlemen worship the gilded joss of "Circulation" and make "Circulation" the criterion for the judgment of an advertising medium.

They do not believe in allowing the agent's commission to an advertiser direct, no matter how large or how old that advertiser may be, and irrespective of the amount of business he may have contributed to their early successes.

They do not believe in accepting medical business and favor restrictions regarding many other lines of business and the manner in which it is handled.

They believe in patterning after the magazine style of doing business by placating and ingratiating the advertising agencies.

Their attitude on many of these much discussed phases of the business is commendable in many ways—but they are contrary to the views of many other newspaper publishers, who are also members of the association. The opinions held by these gentlemen we have referred to are their stock in trade, as they know full well that other publishers cannot or will not adopt similar standards.

As to allowing the agent's commission to advertisers direct, the fact that nine-tenths of the newspapers of the country do allow the agent's commission to old customers, shows that there would be a disagreement among the association's members on that point, in spite of the fact that in several cities the gentlemen before referred to have used their best endeavors to prevent the practice, without success. Most publishers, too, continue to run medical advertising and draw the line only at obscene announcements and those of palpable quacks and frauds. Difference of opinion again.

These are matters that the association, as such, has never been able to agree upon. It has been decided that they are matters that could not or should not form a part of the purpose of the organization.

Eliminating these things, and also the social features of the association, the real services to be rendered by the A. N. P. A. simmer down to what it can accomplish, practically, for the benefit of its members.

The chief need of its members is for reliable commercial intelligence, advice and service in connection with claims, uncollectable accounts, ratings

on agents and advertisers, and the like. Here the organization could be most useful and this would seem to be the only branch of the work that would justify the occupancy of permanent and expensive offices and the maintenance of an office staff. When it fails in this important particular, the fact cannot be disputed that there is something the matter with the organization and its officers and that something will not be remedied so long as the management is in the hands of a little clique, who are running things according to their own ideas and not those of a majority of the members.

What the organization needs is not exactly a sweeping change in the election of its officers at its next annual meeting, but such changes should be made in the executive board as will place a few good men in authority who hold broad and representative views. Among them there should be at least a couple of popular fellows who would be typical of the thought, ideas and social character of a majority of the members. In other words, the directorate should be composed of a variety of types instead of the pick of a particular type.

## GOING TO PRESS.

The newspapers not long ago gave space to a story about a Staten Island publisher who printed his paper with power from his automobile. Not every publisher has an auto, however. This item from the Mayfield, Ky., *Messenger*, shows that there is something just as good:

"Necessity is the mother of invention. The limit was certainly reached Monday afternoon when the *Messenger* came out. About the time the forms were made up and ready to go to press a gentle voice was heard from the central office saying, as usual, 'There would be no power that afternoon.'

"It then became necessary to devise ways and means by which to get out the paper. For the *Messenger* to fail to come out brings sorrow to almost every home in the city.

"Finally it was decided to run the big press with an ice cream freezing machine. The devil and every other available force in the office were pressed into service when the ice cream freezer was started, and after an hour's hard work enough papers were run off to supply the city circulation."

## AN ENGLISH LEMON.

American publishers who frequently grumble and lose temper over the propositions sent to them by advertising agents may be interested to know that British newspaper managers have vexations of the same sort. A London agent sent out a one-inch ad to run twenty-six times at threepence an insertion less fifteen per cent discount. Two copies of every paper were required for checking and the agent stipulated that he might change copy as often as he chose. Clerks in the British postoffice have not been required to work overtime to handle acceptances of this proposition.—*Exchange*.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham.** Ledger, dy. Average for 1905, 22,069. Best advertising medium in Alabama.

**Montgomery.** Journal, dy. Aver. 1905, 8,677. The afternoon home newspaper of its city.

## ARIZONA.

**Phoenix.** Republican. Daily aver. 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

**Fort Smith.** Times, dy. Act. av. 1905, 2,781. Act. aver. for May, June and July, 1906, 4,227.

## CALIFORNIA.

**Mountain View.** Signs of the Times. Actual weekly average for 1905, 22,550.

**San Francisco.** Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; Dec. 1906, 2,500.


**San Francisco.** Sunset Magazine, monthly; literary, 192 p., 24 pages, 538. Average circulation ten months beginning December, 1905, 64,500. Home Offices, Flood Building.

## COLORADO.

**Denver.** Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,688.

**Denver Post.** Circulation—Daily 58,686, Sunday 76,821.

The figures spell RESULTS.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

**Bridgeport.** Evening Post. Sworn dy. av. 1905, 11,025, none over 12,500. E. Katz, S. Agt. N. Y.

**Meriden.** Journal, evening. Actual average for 1905, 7,587.

**Meriden.** Morning Record and Republican. Daily average for 1905, 7,578.

**New Haven.** Evening Register, daily. Actual av. for 1905, 12,711; Sunday, 11,311.

**New Haven.** Palladium, dy. Aver. 1904, 7,857; 1905, 8,656. E. Katz, Special Agent, N. Y.

**New Haven.** Union. Average 1905, 16,269. 3d. quarter 1906, 16,485. E. Katz, S. Agt., N. Y.

**New London.** Day, ev'g. Aver. 1905, 2,109; 1st 6 mos. 1906, 6,065. E. Katz, Sp. Agent, N. Y.

**Norwalk.** Evening Hour. Daily average guaranteed to exceed 5,100. Sworn circulation statement furnished.

**Norwich.** Bulletin, morning. Average for 1904, 5,250; 1905, 5,926; none, 6,582.

**Waterbury.** Republican, dy. Aver. for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

## DISTRICT OF COLUMBIA.

**Washington.** Evening Star, daily and Sunday. Daily average for 1905, 55,550 (©©).

## FLORIDA.

**Jacksonville.** Metropolis, dy. Average 1905, 8,950. Oct. 1906, 9,407. E. Katz, Sp. Agt., N. Y.

## GEORGIA.

**Atlanta.** Journal, dy. Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,721; aver. 1906, daily, 50,537, Sun., 57,988; semi-wk., 74,916.

**Atlanta.** News. Daily aver. first six mos. 1906, 24,668. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

**Atlanta.** The Southern Ruralist. Sworn aver. first six mos. 1906, 62,966 copies monthly beginning Sept. 1st, 70,000 guaranteed, semi-monthly.

**Augusta.** Chronicle. Only morning paper. 1905 average, 6,043.

## ILLINOIS.

**Ashley.** Gazette. Circulation 1189. Largest and only proven circulation in Washington Co.

**Aurora.** Daily Beacon. Daily average for 1905, 4,580; first six months of 1906, 6,245.

**Cairo.** Citizen. Daily average first six months 1906, 1,529.

**Chicago.** Bakers' Helper, monthly (\$2.00) Bakers' Helper Co. Average for 1905, 4,100 (©©).

**Chicago.** Breeders' Gazette, w.; \$2.00. Aver. circ'n 11 months ending Nov. 29, 1906, 69,667.


**Chicago.** Dental Review, monthly. Actual average for 1905, 5,705; for 1906, 4,001.

**Chicago.** Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

**Chicago.** Farm Loans and City Bonds. Leading investment paper of the United States.

**Chicago.** Inland Printer. Actual average circulation for 1905, 15,866 (©©).

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (C) (C)

Joliet, Herald, evening and Sunday morning. Average for year ending July 17, 1906, 6,266.

### INDIANA.

Evansville, Journal-News. Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1905 av., 154,250. Nov. 200,000 4 times a mo., 75c. a line.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1905, 24,290.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond, The Evening Item, daily. *Sworn average net paid circulation for 1905, 4,074; nine months ending Sept. 30, 1906, 4,411; for Sept., 1906, 5,013.* Over 3,400 out of 4,800 Richmond items are regular subscribers to the Evening Item.

South Bend, Tribune. *Sworn daily average, Nov. 1906, 8,021.* Absolutely best in South Bend.

### INDIAN TERRITORY.

Muskogee, Times Democrat. 1905, av., 2,881; 3 mos. end, May 1906, 3,215. E. Katz, Agt. N. Y.

### IOWA.

Davenport, Catholic Messenger, weekly. Actual average for 1905, 6,514.

Davenport, Times. Daily aver. Dec., 12,542. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 29,175. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Nov., 50,069.

Des Moines, The People's Popular Monthly. Actual average for 1905, 182,175.

Sioux City, Journal, daily. Average for 1905 24,961. Average for first six months, 1906, 29,045.

Sioux City, Tribune, Evening. Net *sworn daily average 1905, 24,387; Oct. 1906, 28,004.* You can copy Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

### KANSAS.

Hutchinson, News. Daily 1905, 8,425. Oct. 1906, 4,500. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1905, daily, 8,578; weekly, 5,180.

Pittsburg, Headlight, dy. and wy. Actual average for 1905, 8,250; weekly, 5,278.

### KENTUCKY.

Lexington, Leader. Ar. W., evg. 4,694. Sun. 6,162; Oct. '06, 5,216. Sy. 8,366. E. Katz, S. A.

Marion, Crittenden Record, weekly. Actual average for year ending October, 1905, 1,852.

Owensboro, Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

### LOUISIANA.

New Orleans, Item, official journal of the city. Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090. Av. cir. Jan. 1 to June 30, 1906, 25,196.

### MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,578.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1905, 6,986; weekly, 2,090.

Bangor, Commercial. Average for 1905, daily 9,455; weekly 29,117.

Bever, Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston, Evening Journal, daily. Aver. for 1905, 7,598 (C) (C), weekly 17,448 (C) (C).

Madison, Bulletin, wy. Cir. 1905, 1,424; now exceeding 1,600. Only paper published in prosperous manufacturing and farming section.

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 5,077.


Portland, Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

### MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; copies printed av. yr. end'g Sept. 1905, 1,627.

Baltimore, American, dy. Av. first 6 mo. 1906, Sun., 55,142; d'y, 67,714. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1905, 60,678. For December, 1905, 71,675.


 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 99,491.

Boston, Evening Transcript (C) (C). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1905, daily, 192,584. Sunday, 299,645. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England" advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Post. Average for Sept., 1906, Boston Daily Post, 240,198; Boston Sunday Post, 214,618. Daily gain over Sept., 1905, 4,500; Sunday gain over Sept., 1905, 24,545. Flat rates, P. O. P., daily, 20 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

Lynn, Evening News. Actual average for year ending August 31, 1906, 7,164.

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield, Good Housekeeping, mo. Average 1906, 209,587. No issue less than 225,000. All advertisements guaranteed.

Worcester, L'Opinion Publique, daily (C) (C). Paid average for 1905, 4,255.

### MICHIGAN.

Adrian, Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs, Specials.



**Jackson, Morning Patriot.** Average November, 1906, 6,892 net paid; Sunday, 7,558 net paid; weekly (April), 2,815. Circulation verified by Am. Adv. Ass'n.

**Saginaw, Courier-Herald,** daily. Sunday. Average 1905, 12,594; Nov., 1906, 14,755.

**Saginaw, Evening News,** daily. Average for 1905, 16,710; Nov., 1906, 20,705.

**Tecumseh, Semi-Weekly Herald.** Actual average for 1905, 1,275.

## MINNESOTA.

**Minneapolis, Farmers' Tribune,** twice a week. W. J. Murphy, pub. Aver. for 1905, 46,425.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average 1905, 87,187; average for 1906, 100,266.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis, Journal,** Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for Nov., 1906, 76,734. Aver. Sunday circulation, Nov., 1906, 72,275.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis, Svenska Amerikanska Posten.** Swan J. Turnblad, pub. 1905, 51,512.

**CIRCULAT'N Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of November, 1906, was 79,224. The daily Tribune average per issue for the month of November, 1906, was 103,589.

by Am. News-  
paper Direc-  
tory.

**St. Paul, A. O. U. W. Guide.** Average weekly circulation for 1905, 22,542.

**St. Paul, Pioneer Press.** Net average circulation for January-July 55,502. Sunday 22,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona, Republican-Herald,** oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. R. O. P. rate 12c. per inch.

## MISSOURI.

**Joplin, Globe,** daily. Average 1905, 13,594. Oct. '06, 16,769. E. Katz, Special Agent, N. Y.

**Kansas City, Journal.** Circ'n, 275,000; 295,000 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 15c.; classified, 7c. Combination Weekly and Sunday—display, 18c. Literature on request.

**Kansas City, Western Monthly.** Reaches practically all mail-order and general advertisers.

**St. Joseph, News and Press.** Circulation 1905, 25,158. Smith & Thompson, East. Reps.

**St. Louis, Courier of Medicine,** monthly. Actual average for 1905, 9,925.

**St. Louis, Interstate Grocer** has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

**St. Louis, National Druggist.** mo. Henry K. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

**St. Louis, National Farmer and Stock Grower,** monthly. Average for 1906, 104,000.

## MONTANA.

**Missoula, Missoulian,** every morning. Average six months ending June 30, 1906, daily 4,855, Sunday 6,400.

## NEBRASKA.

**Lincoln, Deusch-American Farmer,** weekly. Average 1905, 147,052.

**Lincoln, Freie Presse,** weekly. Actual average for 1905, 150,784.

**Lincoln, Journal and News.** Daily average 1905, 27,092.

**Omaha, Farm Magazine,** monthly. Average circulation year ending January, 1906, 40,714.

## NEW HAMPSHIRE.

**Nashua, Telegraph.** The only daily in city. Daily average year ending July, 1906, 4,555.

## NEW JERSEY.

**Camden, Daily Courier.** Actual average for year ending December 31, 1905, 8,728 (3¢).

**Elizabeth, Journal.** Ar. 1904, 5,522; 1905, 6,515; 1st 6 mos. 1906, 7,176; June, 7,577.

**Jersey City, Evening Journal.** Average for 1905, 22,546. First six months 1906, 26,085.

**Newark, Evening News.** Evening News Pub. Co. Average for 1905, 60,102; Nov., 66,487.

**Plainfield, Daily Press.** Average 1905, 2,874. first 7 months, 1906, 2,965. It's the leading paper.

**Trenton, Times.** Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.

## NEW YORK.

**Albany, Evening Journal.** Daily average for 1905, 16,512. It's the leading paper.

**Buffalo, Courier, morn.** Ar. 1905, Sunday 86,774; daily 48,008; Enquirer, even, 31,027.

**Buffalo, Evening News.** Daily average 1904, 88,457; 1905 94,690.

**Catskill, Recorder.** 1905 average, 5,811; July, 1906, 5,940. Best adv. medium in Hudson Valley, Corning, Leader, evening. Average, 1904, 6,238; 1905 6,595. 1st 6 mos 1906, 6,485.

**Glens Falls, Times.** Est. 1878. Only ev'g paper. Average year ending March 31, 1906, 2,508.

**Granville, Sentinel,** weekly. Actual average for 1905, 5,270.

**LeRoy, Gazette,** est. 1826. Av. 1906, 2,550. Largest ev. cir. Genesee, Orleans, Niagara Co.'s.

**Mount Vernon, Argus,** evening. Actual daily average for 1906, 5,995.

**Newburgh, News,** daily. Ar. '06, 5,160. 2,000 more than all other Newburgh papers combined.

## New York City.

**Army & Navy Journal.** Est. 1863. Actual weekly average for first 7 months, 1905, 9,626 (©).

**Automobile,** weekly. Average for year ending July 26, 1906, 14,615 (3¢).

**Baker's Review** monthly. W. R. Gregory Co., publishers. Actual average for 1905, 5,008.

**Benziger's Magazine,** family monthly. Benziger Brothers. Average for 1905, 44,166. Present circulation, 50,000.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,325 (©).

**Jewish Morning Journal.** Average for 1905, 54,668. Only Jewish morning daily.

**Music Trade Review,** music trade and art weekly. Average for 1905, 5,541.

**Printers' Ink,** a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1905, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,020 copies; 1906, 11,702.

**The People's Home Journal.** 544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

**The Tea and Coffee Trade Journal.** Average circulation for year ending Sept., 1906, 6,451; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1905, 52,088.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 271,208. Sunday, 411,074.

Recheater, Case and Comment, mo., Lat. Av. for year 1905, 20,000. Guaranteed 20,000.

Schenectady Gazette, daily. A. N. Liechty. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 30,840 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica, National Electrical Contractor, mo. Average for 1905, 2,615.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,539.

### NORTH CAROLINA.

Concord, Twice-A-Week Times. Actual average for 1905, 2,262.

Raleigh, Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1905, 6,551; weekly, 5,200.

Raleigh, News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,242, more than double that of any other Raleigh daily, 40% greater than that of any other daily in the State.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

### NORTH DAKOTA.

Grand Forks, Herald. Circ'n Aug. 1906, 8,019. North Dakota's Biggest Daily. LaCoste & Maxwell, 140 Nassau St., N. Y. Representatives.

Grand Forks, Normanden. Av. yr. '05, 7,201. Av. for Jan., Feb., Mar. and Apr., 1906, 7,795.

### OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1905, 77,809 (cf. Sunday, 74,960 (cf. Dec., 1906, 69,345 daily; Sun., 57,561).

Coshocton, Age, Daily av. last 6 mos. '05, 3,101; in city 10,000; factory pay-roll \$50,000 monthly.

Dayton, Laborers' Journal, mo. Circulates generally in U. S. and Canada; 5c. a copy. Flat rate. av. for '06, 12,816 copies. Sole exclusively Union Laborers' paper published.

Dayton, Religious Telescope, weekly. 20c. a copy. Average circulation 1905, 20,096.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 415,000.

Springfield, Woman's Home Companion. June, 1906, circulation, 565,000; 115,000 above guarantee. Executive offices, N. Y. City.

Youngstown, Vindicator Dy ar. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. '05, 10,564. Guaranteed. Leads all others combined by 50%.

### OKLAHOMA.

Oklahoma City, The Oklahoman. 1905 aver. 11,161; Nov., 1906, 16,287. E. Katz, Agent, N. Y.

### OREGON.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Pacific Northwest, mo. 1905 average 15,588. Leading farm paper in State.

### PENNSYLVANIA.

Erie, Times, daily. Ar. for 1905, 15,248. November, 1905, 17,536. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn ar. Oct. 15, 1906. Largest paid circula'n in H'dg. or no pay.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©©).

Philadelphia, German Daily Gazette. Aver. circulation, 1905, daily 51,598; Sunday 44,465. Sworn statement. Circulation books open.

## "In Philadelphia nearly everybody reads The Bulletin."

NET PAID AVERAGE FOR NOVEMBER.

# 228,615 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

Philadelphia, FARM JOURNAL, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 563,266. Printers Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as 'an educator and counselor' for the agricultural population, and as an effective and 'economical medium for communicating with them' 'through its advertising columns.' " Unlike any other paper."

Philadelphia, The Press is Philadelphia's Great Home Newspaper, monthly. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for first six months 1906, 103,619; Sunday average, 148,949.

Philadelphia, The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia, West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg, The United Presbyterian. Weekly circulation 1905, 21,560.

West Chester, Local News, daily. W. H. Hodgson, average for 1905, 15,397. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamport, Grit, America's Greatest Weekly. Average 1905, 224,715. Smith & Thompson, Steps., New York and Chicago.

York, Dispatch and Daily. Average for 6 months ending April, 1906, 16,280.

### RHODE ISLAND.

Pawtucket, Evening Times, Ar. circulation four months ending April 30, '06, 17,502 (sworn).



# Supremacy Certified!

## 1,397,245

Separate Advertisements Printed in  
THE WORLD During 1906

## 262,286

More Than During the  
Year 1905

## 468,602

More Than During the  
Year 1904

All records of all newspapers beaten. No other newspaper in the world ever printed as many advertisements in any one year.

### Attested by Certified Public Accountants

BARROW, WADE, GUTHRIE & CO.,  
Certified Public Accountants and  
Chartered Accountants,

Broad Exchange Bldg.,  
25 Broad Street,  
New York, Dec., 31, 1906.

J. T. ANYON, C. P. A. & C. A.  
SAML. LEVER, C. P. A. & C. A.  
A. PYOTT SPENCE, C. P. A. & C. A.

### AUDITORS' CERTIFICATE.

We hereby certify that we have made an examination of the books of the New York World containing the records of the classified advertisements printed in the New York World and New York Herald (morning and Sunday editions) for the twelve months ending 31st December, 1906; that we have investigated the system of keeping these records and have tested these by actual count for different periods, and we are of the opinion that the number of advertisements as specified below represent an accurate comparison of the number of advertisements in these newspapers during the year 1906:

The World.....	1,397,245
The Herald.....	1,165,806
Showing The World excess over the Herald of.....	231,349

BARROW, WADE, GUTHRIE & CO.

In each and every month of the year 1906 THE WORLD printed a greater number of advertisements than the Herald.

Comparison is made with the New York Herald because no other newspaper in this country or Europe is within speaking distance of The World as a "Want" Medium.



**Providence.** Daily Journal, 17,628 (©©). Sunday, 20,523 (©©). Evening Bulletin 57,723 average 1905. Providence Journal Co. pub.

**Providence.** Real Estate Register; finance, b'd'g, etc.: 2,528; pub's pay 2½% of total city tax.

**Westerly.** San. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

## SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. average for 1905, 4,505. August, 1906, 4,658.



**Columbia.** State. Actual average for 1905, daily 9,587 copies; semi-weekly, 2,625; Sunday, 1905, 11,072. Actual average first eight months 1906, daily 11,005 (©©). Sunday 11,978 (©©).

## TENNESSEE.

**Knoxville.** Journal and Tribune. Daily average year ending December 31, 1905, 15,018. Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Carries more advertising in six days than any other Tennessee newspaper in seven. Write us.

**Memphis.** Commercial Appeal, daily, Sunday, weekly. Average 1905, daily 28,915. Sunday 55,482. weekly, 80,585. Smith & Thompson, Representatives N. Y. & Chicago.

**Memphis.** Times, Sunday. Circulation year ending February, 1906, 2,110.

**Nashville.** Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,702; for 1905, 30,227.

## TEXAS.

**Beaumont.** Texas Enterprise. Average 1905, 5,457; present output over 10,000 guaranteed.

**El Paso.** Herald. Av. Nov. '05, 6,758; Merchants' canvass showed Herald in 80% of El Paso homes. J. P. Smart, act., N. Y.

## VERMONT.

**Barre.** Times, daily. F. E. Langley, Aver. 1905, 5,527; 1906, 4,115.

**Burlington.** Free Press. Daily av. '05, 6,554, for Sept., 8,446. Largest city and State circulation. Examined by Association of American Advertisers.

**Montpelier.** Argus. Actual daily average 1905, 5,242.

**Rutland.** Herald. Average 1904, 5,527. Average 1905, 4,286.

**St. Albans.** Messenger, daily. Actual average for 1905, 3,051. Jan. 1906 to Sept., 1906, 5,518.

## VIRGINIA.

**Danville.** The Bee. Av. 1905, 2,846. November, 1906, 2,471. Largest circ'n. Only ev'g paper.

**Richmond.** News Leader. Started dy. av. 1905, 29,543. Largest in Virginias and Carolinas.

**Winchester.** Star. Only evening paper in Shenandoah Valley, pop. 53,680; circ. 5,152.

## WASHINGTON.



**Seattle.** Post-Intelligencer (©©). Average for Nov., 1906, net—Sunday, 58,000; Daily, 28,955; week day, 27,562. Only m'n'g paper in Seattle; only guaranteed Gold Mark circulation in Washington. FULL PAID, of superior value and greatest BUYING POWER.

**Tacoma.** Ledger. Average first six months 1906, daily, 15,878; Sunday 21,111; w'y. 9,642.

**Tacoma.** News. Average first four months 1906, 16,212; Saturday, 17,667.

## WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Hornor pub. Average for 1905, 2,442.

**Ronceverte.** W. Va. News, w'y. Wm. B. Blake & Son, pub. Average first 7 months 1906, 2,123.

## WISCONSIN.

**Janesville.** Gazette. d'ly and s-w'y. Circ'n—average 1905, daily 5,149; semi-weekly 5,059.

**Madison.** State Journal, dy. Circulation average 1905, 5,482. Only afternoon paper.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1905, 26,648; November, 1906, 29,305 (©©).



**Milwaukee.** The Journal, ev'g. Average 1905, 40,517; Nov., 1906, 45,468. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

**Oshkosh.** Northwestern, daily. Average for 1905, 7,658. One year to Aug. 1, 1906, 7,904.



## THE WISCONSIN AGRICULTURIST

**Racine.** Wis., w'y. Est. 1872. Actual aver. for 1905, 41,748; for 1906, 48,449. Larger circulation in Wisconsin than any other paper. Advt. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

**Sheboygan.** Daily Journal. Average 1905, 1,610. Only paper with telegraphic service.

## WYOMING.

**Cheyenne.** Tribune. Actual daily average net for 1905, 4,511; first six months, 1906, 5,979.

## BRITISH COLUMBIA.

**Vancouver.** Province, daily. Average for 1905, 8,687; Nov., 1906, 10,959. H. DeClerque, U. S. Rep't., Chicago and New York.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 4,556; w'y. for 1905, 4,508. U. S. Rep't., H. C. Fisher, New York.

## MANITOBA CAN.

**Winnipeg.** Free Press, daily and weekly. Average for 1905, daily, 30,048; daily Nov., 1906, 36,022; w'y. av. for mo. of Nov., 22,900.

**Winnipeg.** Telegram. Daily average October, 21,569. Weekly average, 16,500. Flat rate.

**Winnipeg.** Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end June, 1906, 15,817; aver. last six months, 15,895.

## NOVA SCOTIA, CAN.

**Halifax.** Herald (©©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

## ONTARIO, CAN.

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,082.

**Toronto.** The News. Started average daily circulation for six months ending June 30, 1906, 38,403. Advertising rate 50c per inch. Flat.

## QUEBEC, CAN.

**Montreal.** La Presse. La Presse Pub. Co Ltd., publishers. Actual average 1904, daily 80,359; 1905, 96,771; weekly, 48,207.

**Montreal.** Star, dy & w'y. Graham & Co. Av. for 1904, dy. 56,795; w'y. 125,246. Av. for 1905 dy. 58,125; w'y. 126,297.



# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

## WASHINGTON, D. C.

**THE EVENING AND SUNDAY STAR (◎◎).** Reaches 90% of the Washington homes.

## GEORGIA.

**ATLANTA CONSTITUTION.** Aver. 1905. Daily \$8,590 (◎◎). Sunday 48,721. Wp.'04, 107,925.

**AUGUSTA CHRONICLE (◎◎).** Only morning paper; 1906 average 6,043.

## ILLINOIS.

**GRAIN DEALERS' JOURNAL (◎◎).** Chicago, prints more classified ads than all others in its line.

**THE INLAND PRINTER.** Chicago, (◎◎). Actual average circulation for 1905, 15,366.

**BAKERS' HELPER (◎◎).** Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

**TRIBUNE (◎◎).** Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

## KENTUCKY.

**LOUISVILLE COURIER-JOURNAL (◎◎).** Best paper in city; read by best people.

## MASSACHUSETTS.

**Boston.** Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

**BOSTON EVENING TRANSCRIPT (◎◎).** established 1830. The only gold mark daily in Boston.

**TEXTILE WORLD RECORD (◎◎).** Boston. The medium through which to reach textile mills using 1,885,000 horse power.

**WORCESTER L'OPINION PUBLIQUE (◎◎)** is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

**BROOKLYN EAGLE (◎◎)** is the advertising medium of Brooklyn.

**VOGUE (◎◎)** is exclusive in its ideas and one of the best advertising mediums.

**NEW YORK TIMES (◎◎).** Largest high-class circulation. Daily city sales over 100,000.

**THE POST EXPRESS (◎◎).** Rochester, N. Y. Best advertising medium in this section.

**ARMY AND NAVY JOURNAL (◎◎).** First in its class in circulation, influence and prestige.

**ENGINEERING NEWS (◎◎).**—The leading engineering paper in the country.—*Press, Cleveland.*

**ELECTRICAL REVIEW (◎◎)** covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

### HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub., 253 Broadway, N. Y.

**STREET RAILWAY JOURNAL (◎◎).** The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

**NEW YORK HERALD (◎◎).** Whoever mentions America's leading newspapers mentions the New York Herald first.

**CENTURY MAGAZINE (◎◎).** There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

**NEW YORK TRIBUNE (◎◎).** daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

**ELECTRICAL WORLD (◎◎).** Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1905 was 18,865.

## OHIO.

**CINCINNATI ENQUIRER (◎◎).** Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

## PENNSYLVANIA.

**CARRIAGE MONTHLY (◎◎).** Phila. Technical journal; 40 years; leading vehicle magazine.

**THE PRESS (◎◎)** is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average first six months 1905, 103,419; Sunday average 1905, 145,919.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND.

**PROVIDENCE JOURNAL (◎◎).** a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA.

**THE STATE (◎◎).** Columbia, S. C. Highest quality, largest circulation in south Carolina.

## VIRGINIA.

**THE NORFOLK LANDMARK (◎◎)** is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

**THE POST INTELLIGENCER (◎◎).** Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

## WISCONSIN.

**THE MILWAUKEE EVENING WISCONSIN (◎◎).** the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

**THE HALIFAX HERALD (◎◎)** and the **EVENING MAIL.** Circulation 15,558, flat rate.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

**THE** Denver Post, Sunday edition, December 30, 1906, contained 3,579 different classified ads, a total of 98 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN.** Conn. **MORNING RECORD**, old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

## DISTRICT OF COLUMBIA.

**THE EVENING** and **SUNDAY STAR**, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## GEORGIA.

**CLASSIFIED** advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

## ILLINOIS.

**THE** Champaign News is the leading Want ad medium of Central Eastern Illinois.

**THE TRIBUNE** publishes more classified ad vertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the **DAILY NEWS**," says the *Post-office Review*, and that's why the **DAILY NEWS** is Chicago's "want ad" directory.

## INDIANA.

**THE** Indianapolis News during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

**912 1/3 COLUMNS—232,635 LINES**—of Want Advertising GAINED by the **INDIANAPOLIS STAR** during the last six and a half months. A record breaker in Newspaperdom. Possible because the STAR exceeds any paper in Indiana by over 13,000 circulation, and is read by more than 400,000 people daily. Rates, 6c. per line.

**TERRE HAUTE TRIBUNE.** Goes into 82 per cent of the homes of Terre Haute.

## INDIAN TERRITORY.

**ARDMOREITE**, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

## IOWA.

**THE** Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

**THE** Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

## KANSAS.

**APPEAL TO REASON**, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

**THE** Topeka CAPITAL during past ten months printed 72,395 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

## MAINE.

**THE** EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE** Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE** BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.



**30** WORDS, 5 days, for 25 cents.

**DAILY ENTERPRISE**, Brookton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.

**THE** BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 224,369 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,385 more than any other Boston paper carried for first six months of 1906.

## MINNESOTA.

**THE** MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

**THE** Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in November, 131,736 lines. Individual advertisements, 20,237.



**CIRCULAT'N** **THE** MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by Am. News-  
paper Directory

## MISSOURI.

**THE** Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

## MONTANA.

**THE** Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation 1905, 11,144; Sunday, 13,888.

## NEBRASKA.

**L** LINCOLN JOURNAL and NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

## NEW JERSEY.

**THE** NEWARK EVENING NEWS is the recognized Want-Ad medium of New Jersey.

**NEWARK, N. J.** FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK.

**THE** EAGLE has no rivals in Brooklyn's classified business.

**THE** POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL.** Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS.** Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**NEWBURGH DAILY NEWS.** recognized leader in prosperous Hudson Valley. Circulation, 6,000.

**BUFFALO NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**WATERTOWN DAILY STANDARD.** Guaranteed daily average 1906, 7,000. Cent a word.


**OHIO.**

**YOUNGSTOWN VINDICATOR**—Leading "Want medium, 1c. per word. Largest circulation.

**OKLAHOMA.**


**THE OKLAHOMAN**, Okla. City, 16,287. Publishes more Wants than any four Okla. competitors.

**OREGON.**

 **PORTLAND JOURNAL.** Daily and Sunday, leads in "Want ads." as well as in circulation, in Portland and in Oregon. One cent a word. Proven circulation August, 1906, \$7,352.

**PENNSYLVANIA.**

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper. Greatest circulation.

 **Why Don't You Put it in The Philadelphia "Bulletin?"**

Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid average circulation for Nov., 1906:

**228,615 copies per day.**


(See Roll of Honor column.)

**RHODE ISLAND.**

**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**

**THE NEWS AND COURIER** (☉☉), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate 50c.

 **THE Columbia STATE** (☉☉) carries more Want ads than any other South Carolina newspaper.

**CANADA.**

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**THE YANKEE TIN CAN.**

We have been manufacturing tinplate since 1892, and tin cans for a longer period. The industry now is one of the most important in the world. Every month we make enough tin cans to belt the globe, if the sides were spread open. Last year we made upward of twelve hundred million tin cans, the contents of which would support all the standing armies of the world for years. There are upward of two thousand canneries in the United States, and they annually put up nearly one hundred million dollars' worth of canned goods.

"We can everything to-day," modestly explained a packer, "from fruits, vegetables, meat, and fish, to eggs, frogs' legs, and birds' nests. The industry is growing so that it is getting to be chiefly a question of finding enough material to can. It has already revolutionized farming and fruit growing. Special orchards, gardens, and farms are devoted to the raising of pears, peaches, plums, peas, beans, and corn for the canneries. Nothing from these orchards and farms goes to market except in cans. Then, too, we keep the greatest army of fishermen in the world employed. Our fleets for the canneries consist of three thousand vessels and twenty-five thousand fishermen, and added to these are some twenty thousand oyster men on the Atlantic coast.

Under new processes nearly every kind of food eaten now can be put up in cans. Even pies and cakes can be made imperishable in cans, and fresh buns and bread can be served in the Arctic regions months after baking day. Canned goods are safe against decay, moth, and rust, and hence are of special value in the Tropics.

American invention and ingenuity are responsible for the supremacy of the tin can. A few years ago a machine was invented for cutting and stripping tin plates for can factories, which saves a million dollars a year to the industry. Then a man came along with a patent soldering invention which further revolutionized the work. To-day the can factories take in tin plate at one end and spout out tin cans of all shapes and sizes at the other end.—*Associated Sunday Magazine*.

**YANKEE AGENT IN CUBA.**

Despite all the disturbances of late in Cuba L. Maclean Beers has shown his faith in the future of the island by establishing an advertising agency in the Bank of Nova Scotia Building, Havana. In melodious Castilian the concern is called the *Agencia de Anuncios de Beers*. It handles American accounts in all Cuban papers and is said to be the pioneer in its field.—*Fourth Estate*.

# SUPRE

## In Chicago The Trib

SUPREME IN DISPLAY  
SUPREME IN CLASSIF

In 1906, the TRIBUNE carried and gained  
Chicago news

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	DISPLAY
<i>Tribune</i> .....	18,578.51
News.....	17,207.01
Record-Herald.	14,959.23
Examiner.....	11,316.90
Inter Ocean.....	9,150.91
Journal.....	9,645.50
American.....	8,529.70
Post.....	7,168.68
Chronicle.....	4,922.40

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Eastern Representative,  
**JOSEPH C. WILBERDING,**  
Flatiron Building, New York.

# REME.

## Tribune is Supreme

PLAY ADVERTISING.

CLASSIFIED ADVERTISING.

gained more advertising than any other newspaper.

Y	CLASSIFIED	TOTAL
51	13,925.95	32,504.46
.01	11,974.83	29,181.84
.23	9,015.77	23,975.00
.90	4,871.83	16,188.73
.91	4,296.56	13,447.47
.50	1,344.06	10,989.56
.70	127.62	8,657.32
.68	257.73	7,426.41
.40	1,580.52	6,502.92

Western Representative,  
**HUGH W. MONTGOMERY,**  
 Tribune Building, Chicago.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, January 9, 1907.

**DEFINITION of Success:** A constant sense of discontent, broken by brief periods of satisfaction on doing some especially good piece of work.

We never know how far a random remark may travel. If it is felicitous, it may prove the feathered arrow in your advertisement.

GENERAL SHERMAN said, "All cigars are good, but some are a good deal better than others." And so it is with advertising mediums.

"MEN," says Thoreau, "were made to succeed—not to fail." It is so with their occupation and business—when they are properly advertised.

THERE are so many good mediums that the advertiser can use—mediums of proved excellence—that the best rule to follow when urged to take a flier in an unknown publication is, Don't.

CHRISTMAS advertising, continued without change after Christmas, is often apparent. But why advertise that you are dull and dilatory, when a changed phrase would prevent this catastrophe.

ADVERTISEMENTS are merely seeds. When inquiries begin to come in it is a sign that the seeds are germinating. That is the critical time, for unless the tender shoots are carefully cultivated they will die without bearing fruit.

THE New York Supreme Court has decided that slot machines for the sale of gum, etc., are legally permissible in the Subway so long as they do not interfere with the operation of the road, and are a legitimate part of the company's revenue. The same principle is held to apply to posters.

**What Will He Do About It?** The edict has gone out that the corner coupon in advertisements is to be relegated to the limbo of things that were. It may be recalled in this connection that a Secretary of the Navy once issued an order to the effect that officers ordered to foreign parts should not be accompanied by their wives. Shortly after the promulgation of this order the Department received a cablegram from a rear admiral in China saying: "My wife, Sallie, is here in Hong Kong in violation of the order of the Honorable Secretary of the Navy and refuses to leave. What shall I do about it?"

Mr. Madden's order will doubtless prevent the further use of coupons obviously intended to be detached, but so long as the constitution secures to citizens of this country the right to "life, liberty and the pursuit of happiness" he will be unable to prevent readers of newspapers and magazines from utilizing the advertising pages, if they are so minded, as writing paper, or even as curl-papers, both of which are properly classifiable as fourth-class matter.

CHARLES L. BENJAMIN, the first editor of PRINTERS' INK, on January first became advertising manager of The Cutler-Hammer Manufacturing Company, at Milwaukee. Mr. Benjamin has for a number of years been upon the reportorial staff of PRINTERS' INK, and has filled for some time the position of editor of the *Suburbanite*, the magazine published by the Central Railroad of New Jersey.



The Oakland, California, *Herald* experienced remarkable gains in copies printed during 1906. The actual average in 1905 was 10,260 per issue, and at the end of 1906 the regular issue was over 25,000 copies. Last April, before the San Francisco disaster, Oakland's population was 125,000. At present it exceeds 300,000, and while some of this number will move back across the bay as soon as San Francisco is rebuilt, it is estimated that Oakland will retain 250,000 permanent population. The *Herald* is the only publication in California which has received the Star Guarantee of Rowell's American Newspaper Directory.

CINCINNATI's advertising organization, the Quoin Club, resumed its monthly dinner in December, and discussed the question of changing mediums from year to year. A decided majority were in favor of making no change, but adhering to whatever general group, such as magazines, newspapers, cars, etc., had shown past returns. Those present were: Jefferson Livingston, Snider Preserve Company; T. J. Reynolds, Globe Soap Co.; L. H. Martin, Globe-Wernicke Company; George A. Shives and Ren Mulford, Jr., Blaine-Thompson Company; Allen Collier, W. H. Sutherland and Walter Resor, Proctor-Collier Company; J. M. Gamble, Procter & Gamble Company; G. E. Hall, Jergens Soap Company; H. E. Cree.

THE *Financial Review*, published at Washington for more than fifteen years by the American Security & Trust Company, has been purchased and merged with the *United States Investor*, Boston, thus enlarging its equipment at Washington.

PRINTERS' INK lately reported that P. M. Pomeroy had resigned from the Root Newspaper Agency and opened an agency of his own. This is entirely correct with the exception of a slight error in gender. "Mr." Pomeroy is really a lady—Miss Persis M. Pomeroy. She has been with the Root agency since its inception, and now has a temporary office at the Arts Club Studios, 119 East 19th street. In May Miss Pomeroy will be installed in the new Brunswick Building, Madison Square and Fifth avenue.

#### Prompt Work.

Every year there are certain publishers of daily papers who vie with one another in promptly submitting reports of copies printed to Rowell's American Newspaper Directory, as soon as the edition for December 31 is off the press. Two years ago the *Record* of Hackensack, N. J., was first in order, and last year the Plainfield, N. J., *Press* was the first daily to submit a statement. For the year just completed the Philadelphia *Press* exhibited commendable promptness by mailing reports for both the daily and Sunday editions on December 31, at 9.30 a. m. The *Press* in 1905 was the only Philadelphia English morning paper to furnish a report, and in 1906 was the first daily in the entire country to give to advertisers the information they need to have at command in order to secure the greatest returns from their outlay.

The second statement received by the Directory editor this year came from the Plainfield, N. J., *Courier-News*, and this was followed by others from the Ansonia, Conn., *Sentinel*; Paterson, N. J., *Guardian*, and Mount Vernon, N. Y., *Argus*.

EVERY mistake that teaches us something is a stepping-stone towards success.

SEVERAL of the members of the soliciting staff of the Paul Block Special Agency held a meeting in Buffalo late in December. They got together for the purpose of discussing plans for 1907 in connection with the papers represented by Mr. Block. Among those who attended the meeting were Paul Block, Herman G. Halsted, Gilbert Kinney, Neil Regan and Fred A. Kimball of the New York office, and Fred A. Berry, Hugo Warner and Fred B. Humphrey of the Chicago office.

THE *Evening Post*, in a recent reference to new advertising methods, describes the ingenious way a New York hatter has adopted for drumming up trade. The writer says he "sends a post-al to each former customer, signed by the salesman who attended to his wants," which reads as follows:

NEW YORK, December, 1906.

DEAR SIR—If I remember right, you wear a size — hat. I remember this from the fact that I waited on you some time ago. My object in writing you now is to ask you, if convenient, to stop in and see me to try on a new derby the firm has just gotten out. It's a — hat, named —. It is absolutely the swellest hat my firm has ever gotten out, and I think it will look fine on you. With thanks in advance, I am sincerely yours,

With —

What magazine publishers can do when acting as their own subscription agencies, and exploiting magazines as holiday gifts, was demonstrated by a campaign along new lines during the holidays. Early in the fall Edward E. Higgins, of *Success*, got together representatives of a dozen or fifteen leading monthlies, reasonably non-competitive in character, and as a result ten of them went into a co-operative subscription propaganda. Each of the ten agreed to circularize its own best lists of customers, including current and unrenewed

expirations for the past eighteen months, with a catalogue in which two-page editorial announcements of all were made, and in which also each magazine announced clubbing offers formed of these ten magazines only. Paper and printing contracts were made by a manufacturing committee of the syndicate, and about 2,200,000 catalogues of this character, in ten different editions (in each of which the magazine sending to its own subscribers appeared in *all* offers) were issued, at a total cost of about \$40,000. Each of the ten members of the syndicate of periodicals assumed one-tenth of this total cost, so that the net result was that for only \$4,000 each periodical was prominently represented in 2,200,000 catalogues going out to the best names of the country and with the strongest possible "fatherhood." As these catalogues were mailed in December, it is as yet too early to determine results, but from the standpoint both of direct returns and general advertising, such an effort can hardly fail to be profitable at the small cost involved to each one of the syndicate. The periodicals concerned in this co-operative effort were the *Century*, *St. Nicholas*, *Review of Reviews*, *Country Life in America*, *Woman's Home Companion*, *Appleton's Magazine*, *Outing Magazine*, *Success*, *Reader and Independent*. The Christmas magazine idea was also made by Mr. Higgins the subject of two separate co-operative efforts, in one of which the offer of *World's Work*, *Delineator*, *McClure's* and *Success* at \$3.65 was made to the public at the joint expense of the four magazines involved; and in the other, the *Review of Reviews*, *Woman's Home Companion* and *Success* at \$3 was made. These two efforts followed the first co-operative effort, and reached subscribers between December 15th and 20th. The circulars in which the offers were made were dressed up in red and green, with Santa Claus effects, etc., and formed very striking and apparently strong inducements.



THE George B. Van Cleve Agency is placing orders for the Butterick Trio.

THE Columbus, Ohio, *Dispatch* is now represented in New York by J. P. McKinney.

DAN A. CARROLL has removed his office from Room 910 to Room 1433, Tribune Building, New York.

THE Joseph Burnett Company of Boston is placing advertising through the Morse International Agency.

HENRY C. HOWES has been appointed advertising manager of the Home Pattern Company, New York.

THE Homer W. Hedge Company is placing year's contracts for 5,000 lines for the Paterson Tobacco Company.

ON January 1 the firm of Armistead & McMichael succeeded the Lowman Advertising Agency, at Atlanta, Georgia.

ARTHUR ROSENBERG, formerly manager of the Real Estate department of the New York *American*, has been placed in charge of the Real Estate department of the Baer-Wadsworth Company.

PHILIP DE G. BENSON, B. Sc., of the well-known English advertising firm of S. H. Benson, Ltd., is on a visit to the United States, making his headquarters the Hampton Co., the American correspondents of the firm.

ARTHUR TOMALIN takes W. H. Hayden's place as advertising manager of the Central Railroad of New Jersey, leaving the position of news editor on the Newark *Evening News* which he has held for five years. Mr. Tomalin will also edit the railroad's monthly magazine, the *Suburbanite*.

SPECIAL MOTOR NUMBER  
MARCH 1907 PRICE 15 CENTS

# METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE CO  
350 7th AVE 29th STREET NEW YORK

The March issue of THE METROPOLITAN MAGAZINE will be a Special Motor Boat Number. The subject will be treated in the "Metropolitan" way. Every prominent Motor Boat maker should be represented—also manufacturers of engines and Motor Boat accessories.

THE Terre Haute *Tribune* has been elected to membership in the American Newspaper Publishers' Association.

HENRY SWEETING CHANDLER, an advertising agent located at 3 Beekman street, New York, died on Christmas Day, at his home in Cranford, N. J. Irving Tilton, who has been in Mr. Chandler's employ many years, will carry on the business.

THE *Illustrated Outdoor News* corporation has bought *Recreation*, and will merge the two in February, getting rid of the cumbersome name of the former. *Recreation* will be the title, but the large-paper format will be kept owing to illustrative advantages. George R. Knapp, of the *Illustrated Outdoor News*, will be general manager of *Recreation*, and W. E. Annis advertising manager.

C. E. SCHERIN is renewing advertising for Dr. Lyons' Tooth Powder.

### A Barber's Advertising.

There is a barber in Hartford, Conn., who not only believes in newspaper advertising, but when he invests in it usually outdoes the department stores, taking a full page at a cost of \$400. David Seide is his name. A recent ad in the *Hartford Times* showed his portrait and views of one shop, with its twelve chairs, and another with seven. The cigar department was spoken of, and a list of brands given. The manicure department was mentioned, with names of operators. At one shop there is a private room for ladies who bring children. Mr. Seide says he believes in the value of advertising as confidently as in the use of sterilized towels, and his advertising has paid:

I feel sure the public appreciates what I have done in modernizing the barbering business in Hartford. In 1892 I framed my code of rules and opened a good but somewhat humble shop with only one chair. Now I require nineteen chairs, which is very much the largest equipment in Connecticut. A slight idea of the amount of work done here may be realized by the towel account alone—14,547 towels were used last month. This number is the regular average at this season of the year.

I have worked on the most thorough lines with the express idea of giving the public the finest service, and gained a reputation—a reputation for doing unexcelled work and pursuing honest methods, if you please. The unqualified endorsement I have received is very gratifying.

Antiquated methods of barbering have never been practiced in my shops. Absolute cleanliness of towels, hair brushes, and all other implements and articles used, and prompt, intelligent, painstaking service are a few of the prime factors in winning the trade of "the men who care."

I do not expect to be deluged with business to-morrow on account of this advertisement. I am casting bread upon the waters. I know there are hundreds of gentlemen in Greater Hartford and vicinity who ought to know of the superiority of the services I render. We ask no more for this excellent service than is asked for in different work in the most ordinary places. I feel sure of the wisdom of publishing this advertisement—the results are bound to come.

Are you getting now equally as good service as we render?

If not, WHY NOT?

THE Omaha *Daily News* made a daily average gain of six columns in local advertising and two columns in foreign advertising during 1906, and a daily average circulation gain of 5,261. The net paid circulation for December, 1906, was 51,874.

S. WILBUR CORMAN has joined the staff of N. W. Ayer & Son of Philadelphia. Mr. Corman is best known as a specialist in textile advertising and as a writer on topics in relation to store management and salesmanship. His talks to merchants in the interest of The Nazareth Waist Company, issued in book form under the title of "A Message from the President" attracted considerable attention.

### A LITTLE STORY OF SUCCESS.

NEW YORK CITY, Dec. 31, 1906.

Editor of PRINTERS' INK:

Three years ago I came to this country from Berlin, Germany. I did not speak any English at all and so I was satisfied to accept a position which was offered to me at \$3 per week, dusting music boxes in a department store in Newark, N. J. I picked up English and succeeded in getting a position with the New York Central Railroad at \$35 per month, and from there with a Real Estate concern at \$45.

This was my first year.

Then I saw an ad in the paper, calling for a bookkeeper, answered it and got the job. It was that of the advertising bookkeeper with the Royal Baking Powder Co. at \$15 a week. I kept plugging along until one day I saw a copy of your journal in the office. I looked it over, liked it, bought the next number and came to the conclusion that I would make an advertising man out of myself—I did it! I read or rather I studied every copy of PRINTERS' INK, I regarded it as a practical correspondence course in advertising, and after a while succeeded in getting a position with the Hampton Advertising Company in their contract department. I have every copy of PRINTERS' INK on my desk, and almost every day I have a chance to refer to it. I have just succeeded in connecting with the *Medical Review* as their advertising manager, a position which pays me over ten times as much as I started on 3 years ago, and I am only twenty-two and one-half years old to-day. I just wanted to give you the story of a little success (I consider it such, even if it is very little), and I have had no help, no money and no "pull," but I had and am still having PRINTERS' INK. Thanking you very much for your services to me and wishing you success for the coming year. I am,

Yours very sincerely,

E. A. BRANDEIS.

CHARLES W. HALLER has left the employ of J. P. Storm to connect himself with W. F. Hamblin, successor to George P. Rowell & Co. Prior to Mr. Haller's engagement with the Storm agency he was upon the New York *World* for five years.

A LIMITED amount of space is being used in southern newspapers by C. A. Gambrill Manufacturing Company, of Baltimore, to advertise Patapasco flour, which has been manufactured by the same family of millers for 132 years. The business is being placed by the Hampton Advertising Company.

THE advertising appropriation of the E. I. du Pont Company, the largest manufacturers of powder in the United States, will be handled during 1907 by the Hampton Advertising Company, New York. The business will go into the leading sporting papers, magazines, newspapers and other mediums.

*Cassier's Magazine*, New York, has been sold by the estate of the late Louis Cassier to Henry Harrison Suplee, editor of the *Engineering Magazine*, and James Van Vorst Collwell, lately with the C. W. Hunt Company. Mr. Collwell takes the business end, and the publication will stay at 3 West 29th street.

#### **A Technical Digest.**

*Technical Literature* is the name of a new monthly which will appear this month from 220 Broadway, New York. Its purpose is to present a digest of technical literature of interest to engineers, architects, machinery manufacturers, inventors, chemists, transportation officials, etc., condensed from the technical publications of the world. The journals to be examined and summarized each month include 427 in the United States, 163 in England and 460 in foreign language publications. Harwood Frost, of the circulation department of the *Engineering News*, is business manager and editor.

The indifference of the average printer concerning what goes into a booklet, or other piece of advertising matter, is absolutely amazing.

His attitude is that his job is to follow copy and deliver a finished product of mechanical excellence. Further than this he seems to have no interest in the matter whatever.

In this he may be quite right, or quite wrong, but do you not think that it would be well worth your while to have your advertising matter printed by those who do take an interest in the copy and illustration, and who originate, revise or criticize, or do anything else which may be necessary to produce a job which will sell goods as well as present an attractive and creditable appearance?

You may say that you, yourself, are the best judge of what should go into your literature. But even if that were admitted to be true, assistance along the lines of which we make a specialty would prove very valuable to you.

We write, illustrate, arrange and print in a manner which produces a well balanced, artistic, harmonious, forcible result.

THE ETHRIDGE COMPANY,  
Hartford Building,  
No. 41 Union Square,  
New York City.  
'Phones 4847-8 Stuyvesant.

## BETTER WRITING NEEDED.

The man who has had occasion to wait at a country junction for a train, or dawdle around a hotel lobby to keep an appointment, has probably often been driven to seek instruction, or entertainment, or oblivion, or anything else that would pass time, in the folders so plentifully distributed in time-table racks by railroad and steamship companies.

The covers of these publications are always attractive. What can make a stronger appeal for attention than the national coat of arms of Mexico on the folder of a Southwestern railroad? What will attract more potently, and promise more in the way of novelty, than one of the foreign transportation companies' folders of European tours? In these racks—there must be thousands of them all over this country—will be found literature for railroad systems as remote as the Trans-Siberian.

But if the reader who looks in the time-table racks for anything that is humanly interesting, or that will create in him the desire to visit Siberia or Europe, he will really be handed a lemon. The first purpose of such literature is to give formal train schedules. When those are given, it stops short. No instance seems to be on record where a transportation company has been wise enough to have some capable writer—a man or woman with the genuine gift for putting words together in a way to attract, hold the reader and impress information on his memory—undertake a pithy chapter of general reading on the country and people through which the road passes. Occasionally the G. P. A. makes an arrangement with a good writer to go on a vacation over the line and write a handbook that people can sit down to and read with pleasure. But this is always printed in an edition too costly to put in the time table-racks, so it is mailed only in response to the road's advertising.

This rack distribution is cheap. Moreover, it is necessary—the

road has to be represented, and has to lease space. It would seem to be the straightest economy to engage good writers to produce the stuff for the folders, for they have to be distributed anyway. The infinitesimal fraction of extra expense, were a real literary man paid a couple of hundred dollars for an article as fascinating as one of Hubbard's "Little Journeys," would cut a mighty small figure in operating expenses at the end of the year. But what it might do in the way of agreeable publicity for the road no man can estimate until he tries it.

There is seldom any scrimping in the printing or illustrating of these folders. The G. P. A. has crack photographers working for him, and the art of railroad printing has been made quite a specialty of itself. Where they fall down hard is in the text, or what the road wants to say. Sometimes the G. P. A. has a young man who assembles a lot of scrap-book data about the road, the dining service, the Pullman cars, etc. Again some hack journalist is put on the job because he happened along and applied for it. The power of words, properly put together by a man or woman who lives by putting words together in such ways that they will sell, the appeal of good stuff to read superimposed on an already existing firm foundation of beautiful printing and pictures—this is something that the G. P. A. may one day wake up to. What an advantage the first one to do it will have over all the other passenger traffic officials for a time!

## TILL FURTHER NOTICE.

In some parts of Germany habitual drunkards are dealt with by the blacklist method. Their names are officially posted, with a warning that they are not to be served with drinks. The following notice issued by the chief constable illustrates the working of this sensible plan. It relates to one Henry Schivertdfefer, who had the misfortune to get on the list:

"Fol. 13, No. 152. Henry Schivertdfefer, master furrier, having died May 22, 1906, the warning against serving him with alcoholic liquors is superfluous. For the present his name is removed from the blacklist.—Dr. Gerland."—*Boston Transcript*.

THE JANUARY MAGAZINES.

THE OPEN MIND.

The most notable thing about the magazines, starting the new year, is that muck-raking has almost entirely ceased. No more "gray wolves of the Senate," or fervid stories of corporate wrongs. Instead, we have *McClure's* impartially explaining Mrs. Eddy and her cult, while the *Cosmopolitan* promises an impartial estimate of Christian Science and in the meantime

The Court instructs every jury to keep their minds open and to render a verdict according to the evidence. There must be no juggling with the facts.

We want to play in the open with open-minded men.

Do not go by our opinion nor by that of the other fellow, but make up your own mind in your own way about THE AMERICAN MAGAZINE as applied to advertising your own business.

The Phillips Company commenced to publish THE AMERICAN with the October, 1906, issue, with a circulation of 250,000. It jumped to 275,000 in November, and December, January and February all exceed 300,000 and March will be as much or more, but—

There has been no jump in the advertising rates—no yet.

The number of direct yearly subscriptions is more than fifty per cent ahead of a year ago.

With a low rate and a big circulation the number of advertisements is increasing with every issue.

Never before has THE AMERICAN rendered the advertiser such big and immediate results.

The general public seem to be fast reaching the conclusion that the great magazine in America to-day is THE AMERICAN, now edited by John S. Phillips, in association with Ida M. Tarbell, Finlay Peter Dunne ("Mr. Dooley"), Ray Stannard Baker, Lincoln Steffens and William Allen White.

Where three pages or more are used by one advertiser within one year, the price per page is \$252. Consult your advertising agent or write to

ROBERT CADE WILSON, Adv. Mgr.

THE AMERICAN MAGAZINE,  
141-147 Fifth Avenue,  
New York City.

CHAS. D. SPALDING, Western Mgr.  
153 La Salle St., Chicago.

March number to press Jan. 31st.

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR JANUARY.

(Exclusive of Publishers' own advertising.)

	Pages	Ag. Lines
Review of Reviews.....	133	29,921
McClure's.....	127	28,448
Everybody's.....	118	26,636
Cosmopolitan.....	116	26,040
Sunset (Dec.).....	104	23,450
Century.....	103	23,072
Munsey's.....	101	22,752
Harper's Monthly.....	97	21,790
National Magazine (Dec.)..	87	19,540
World's Work.....	86	19,400
American Magazine.....	85	19,152
Pacific Monthly.....	80	18,096
Ladies' Home Journal (cols.).....	83	17,600
Scribner's.....	77	17,254
Out West (Dec.).....	74	16,576
Outing Magazine.....	70	15,819
Good Housekeeping.....	66	14,894
Woman's Home Com- panion (cols.).....	74	14,800
World To-Day.....	61	13,696
Success (cols.).....	76	13,194
Reader.....	51	11,424
Pearson's.....	50	11,374
Delineator (cols.).....	83	11,222
Red Book.....	50	11,200
Ainslee's.....	47	10,725
Etude (Dec.—cols.).....	62	10,481
Overland Monthly (Dec.)..	43	9,632
Lippincott's.....	42	9,536
Housekeeper (cols.).....	45	9,112
Metropolitan.....	40	8,960
Current Literature.....	39	8,735
Ladies' World (cols.).....	43	8,670
Harper's Bazaar.....	36	8,138
World's Events (cols.)....	46	7,880
Circle (cols.).....	44	7,529
Home Magazine (cols.)....	39	7,413
Atlantic Monthly.....	32	7,332
Strand.....	32	7,182
Appleton's Magazine.....	30	6,751
Recreation (Dec.).....	29	6,665
Broadway Magazine.....	28	6,272
Designer (cols.).....	46	6,184
New Idea Woman's Maga- zine (cols.).....	44	5,977
Argosy.....	25	5,804
Popular Magazine.....	25	5,784
Smith's Magazine.....	24	5,376
Smart Set.....	23	5,180
Gunter's Magazine.....	22	5,085
All-Story Magazine.....	20	4,480
Bookman.....	19	4,398
Hum in Life (Dec.—cols.)	22	4,118
Blue Book.....	15	3,472
Putnam's Monthly.....	14	3,248
Scrap Book.....	9	2,016
Philistine (Dec.).....	26	1,611
Railroad Man's Magazine	6	1,456

(Continued on page 34).

## MONTHLY CLASS MAGAZINES.

	Pages	Ag. Lines
System.....	130	29,204
Country Life in America (cols.).....	167	28,842
Business Man's Magazine (Dec.).....	80	19,972
Suburban Life (cols.).....	64	11,006
Technical World Magazine.....	48	10,752
House Beautiful (cols.).....	73	10,677
Normal Instructor (cols.).....	59	10,050
Garden Magazine (cols.).....	66	9,567
House and Garden (cols.).....	60	8,821
Outdoor Life.....	39	8,758
Health Culture (Dec.).....	31	7,029
Illustrated Outdoor News (cols.).....	40	6,840
Travel Magazine (cols.).....	44	6,552
Modern Priscilla (cols.).....	36	6,074
American Boy (cols.).....	21	4,266
Benziger's Magazine (cols.).....	21	3,989
St. Nicholas.....	12	2,688

## ADVERTISING IN LEADING WEEKLY MAGAZINES FOR DECEMBER.

(Exclusive of Publishers' own advertising.)

## Week ending December 8:

	Cols.	Ag. Lines
Vogue.....	186	29,105
Life (two issues).....	120	16,825
Literary Digest.....	107	15,287
Collier's.....	64	12,238
Independent (pages).....	37	8,472
Saturday Evening Post.....	45	7,733
Churchman.....	46	7,430
Outlook (pages).....	28	6,429
Christian Endeavor World	30	5,680
Associated Sunday Magazine.....	28	5,044
Scientific American.....	24	4,814
Leslie's Weekly.....	19	3,966
Christian Herald.....	18	3,106
Ridgway's.....	19	2,423

## Week ending December 15:

Collier's.....	62	11,780
Leslie's Weekly.....	55	11,153
Saturday Evening Post.....	63	10,824
Independent (pages).....	36	8,260
Vogue.....	47	7,351
Literary Digest.....	35	5,068
Outlook (pages).....	22	5,064
Associated Sunday Magazine.....	27	4,915
Churchman.....	30	4,819
Christian Herald.....	28	4,801
Christian Endeavor World	19	3,604
Life.....	24	3,373
Ridgway's.....	19	2,497
Scientific American.....	12	2,432

## Week ending December 22:

Independent (pages).....	76	17,028
Outlook (pages).....	72	16,128
Collier's.....	48	9,245
Vogue.....	52	8,237
Life.....	54	7,630
Churchman.....	40	6,454
Saturday Evening Post.....	30	5,121
Literary Digest.....	34	4,925
Leslie's Weekly.....	21	4,313
Associated Sunday Magazine.....	15	2,744
Christian Endeavor World	14	2,661
Ridgway's.....	19	2,467
Christian Herald.....	11	1,884
Scientific American.....	8	1,699

## Week ending December 29:

Collier's.....	49	9,426
Leslie's Weekly.....	30	6,117
Literary Digest.....	32	4,641
Life.....	31	4,373
Independent.....	18	4,102

## Cols. Ag. Lines

Vogue.....	24	3,875
Saturday Evening Post.....	22	3,858
Outlook (pages).....	13	3,080
Scientific American.....	13	2,709
Associated Sunday Magazine.....	14	2,636
Churchman.....	16	2,570
Ridgway's.....	20	2,520
Christian Herald.....	13	2,217
Christian Endeavor World	11	2,164
<b>Totals for December:</b>		
Vogue.....	48,568	
Collier's.....	42,689	
Independent.....	37,862	
Life.....	38,203	
Outlook.....	30,701	
Literary Digest.....	29,921	
Saturday Evening Post.....	27,536	
Leslie's Weekly.....	25,509	
Churchman.....	21,273	
Associated Sunday Magazine.....	15,339	
Christian Endeavor World	14,100	
Christian Herald.....	12,008	
Scientific American.....	11,654	
Ridgway's.....	9,907	

turns its acid on English snobbery, the Russian secret police or anywhere to get away from home; *Success* abuses the mining sharks, who have no friends anyway; Mr. Bok takes another turn at patent medicines and the religious press; *Everybody's* shows up the horrors of the Congo, and though it is printing Thomas W. Lawson's serial story, "Friday the Thirteenth," nobody seems to know what it is about; even the *American Magazine*, which was thought to be the secession organ of muck-raking, is entirely optimistic, dealing in a constructive way with mild-mannered problems like the tariff and the negro. Only one discordant note is heard. *Ridgway's* is still complaining. Its articles are all attacks on something or other. But it is doing good work among the mining sharks of Goldfield. Look over the whole field where a year ago denunciation raged, and one finds a lot of periodicals as harmless as *Harper's Bazaar*. What does this portend? Has the President's muck-raking speech just begun to have its effect on magazine contents? It takes several months to work an editorial change under magazine printing conditions. That may have started the movement. But the real answer is found in the evenly prosperous state of the country. With a crop valued at, net to the

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farmer, \$6,794,000,000, or an increase over last year of nearly half a billion dollars; with the corporations raising wages and paying dividends such as were never known before; with the real estate men hurrying into another year of building and sales, and all the factories trying to catch up with the orders, and the imports of luxuries breaking all previous aggregates; with signs on every hand of widespread prosperity such as have hardly been known in the history of the world, much less the nation, it seems reasonable to assume that Americans are tired of hearing that everything is rotten underneath their happiness, and that while they work for one dollar somebody they cannot know or see is stealing another from them. The muck-raking epoch was lively while it lasted. But it is over. Where real wrongs underlay the plentiful charges they have now got into the courts. The public to-day look to judicial decisions for news instead of magazine articles. The muck-rake was useful in its day, and there is no intention here to minimize its benefits. But it has finally gone out of the magazine article stage, and the most notable thing about the magazines this month is the unanimity with which publishers seem to agree in this, and alter their tone, and promise to be good through 1907.

#### MAGAZINE NOTES.

With the February issue *Young's Magazine* will be enlarged to 128 pages.

Dr. Alfred S. Johnson, managing editor of the *Technical World*, Chicago, since its foundation, has resigned.

The *Home Magazine* sent out as a Christmas gift to advertisers a handsome illustrated edition of Longfellow's "Hiawatha."

The *Housekeeper*, of Minneapolis, has entered on its thirtieth year. Thus it is one of the oldest women's magazines in the country. The publisher is anxious to fill out the files that have been destroyed in two disastrous fires the past five years, and will negotiate for copies prior to 1900.

*Ridgway's* issues a new rate card in which a reduction is made to meet the new plan of circulation, fifty cents being the line rate. John H. Hawley is general advertising manager, New

York, Horatio B. Reed has the Chicago office, and Rufus T. French is eastern advertising manager.

The first issue of *Yachting*, the new monthly, is out, and advantage is taken of the beauty of marine pictures to illustrate it handsomely. It is a magazine, too, built on prosperity, for the present material well-being of the country has fostered yachting, and the sport now needs its own organ. The value of a yachting clientele to certain classes of advertisers is obvious.

The January *Century* has an article on the "Nuisances of Advertising," by Sylvester Baxter, a well-known authority on municipal improvement. His attitude is critical, especially toward outdoor advertising. But it is not entirely denunciatory, and in place of the unsightly boards that are condemned the author shows ideal advertising plans for various commodities, indicating in picture a class of design that is far above what commercial artists have thus far evolved. It would be interesting to see some of these suggestions put into practical being.

The *American Magazine* makes an interesting attempt to increase its percentage of returns to advertisers, publishing prominently in its front section a two-page illustrated article on what advertising might have been in Roman days. This entertaining skit winds up with some reflections upon the extent to which a magazine like the *American* reflects life to-day, and asks readers to take the initiative in doing business with advertisers and to mention the publication when writing for literature. The idea is to be followed up with other articles of a similar nature.

*Life*, in announcing its automobile number for January, gives these statistics of motor advertising for 1905: *Life*, 45,378, lines; *Collier's*, 45,239; *Country Life in America*, 34,734; *McClure's*, 33,480; *Saturday Evening Post*, 31,548; *Harper's*, 29,568; *Scribner's*, 27,440; *Century*, 27,005; *Everybody's*, 24,192. During the year just closed, *Life's* grand total was still higher—47,168 lines. It is stated that in 1905 all other magazines of general circulation aside from those named above carried less than 24,000 agate lines of this business.

#### WORDS TO THE PAGE.

It is very convenient in getting out a booklet to know about how many words can be gotten on a page without going to the trouble of figuring it out. A booklet of a size to go into an ordinary commercial envelope, will hold about 620 words to a page in agate type, set solid. With the type leaded, a page will hold about 480 words.

6 point solid.....	about 540 words
6 point leaded.....	about 390 words
8 point solid.....	about 370 words
8 point leaded.....	about 265 words
10 point solid.....	about 240 words
10 point leaded.....	about 185 words
12 point solid.....	about 160 words
12 point leaded.....	about 125 words

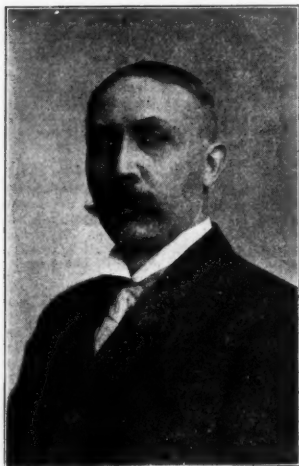
—*White's Sayings, Seattle, Wash.*



## SOME MORE SPECIALS.

E. A. BERDAN.

Sometime in the 80's the *Detroit Free Press* secured as solicitor of local advertising E. A. Berdan, and his work was so satisfactory that he was soon made



E. A. BERDAN.

advertising manager. For six years he remained upon the *Free Press* and then his hard work was rewarded by the offer of the management of the Chicago office of the Scripps League, which he accepted.

From 1892 to 1894 Mr. Berdan was advertising manager of the *Cincinnati Tribune*, and then transferred his allegiance to the *Times-Star*. After seven years of successful management of the advertising department he became its New York representative, and has since retained the position.

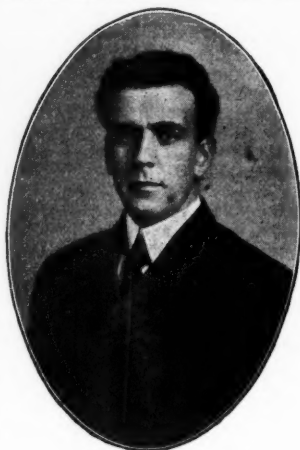
Mr. Berdan during the past seventeen years has frequently visited all of the principal advertising agencies of the country, and believes that his wide acquaintance among them is one of the chief reasons of his success in the Special field.

JOSEPH F. FINLEY.

Mr. Finley is New York manager of the *Philadelphia Record*, and is rather proud of the fact

that all his newspaper experience has been acquired upon this one paper. He started in as an advertising solicitor. His attention was turned to book advertising, which did not occupy a very prominent position in the *Record*, because of the rooted prejudice of publishers against papers with large circulations. Mr. Finley fought this objection, until today the *Record* carries a very considerable amount of the book advertising in Philadelphia.

Mr. Finley believes that personality, confidence in one's medium, and ability to fairly and convincingly present its claims, insure success to the solicitor.



JOSEPH F. FINLEY.

How successful he has been may be determined by an examination of the *Record's* well-filled foreign advertising columns.

PERRY LUKENS.

Mr. Lukens' newspaper career was inaugurated at Fort Wayne, Indiana, in the advertising department of the *Sentinel*. From Indiana he went farther West, and joined the forces of the *Kansas City Star*, which he left for the *Journal* of the same city.

It was about fifteen years ago that Mr. Lukens entered the ranks of the Eastern Specials, with the list known as the "New



England Purse Openers." A little later he took on the Indianapolis *News*. The *News* and his list were given his undivided service for several years, until the *News* changed hands. At present he represents the Hartford *Times*,



PERRY LUKENS.

the Boston *Record and Advertiser*, Winnipeg *Telegram* and Toronto *Telegram*.

#### TELLING TRUTH LIKE A LIE.

It is possible to present entirely correct statements so that they appear improbable and overdrawn.

From a selling standpoint, an advertisement so prepared is just as important as a downright lie.

It is not enough that an advertisement convinces the man who writes it, nor the man he is writing it for.

It must convince the indifferent stranger. It must be so compellingly convincing as to puncture the doubts of the avowed pessimist who is "dead set" against any kind of advertising.

It must be so logically convincing as to carry the reader through to a definite, clear and favorable conclusion that skepticism cannot assail, nor doubt destroy.—*Mahin Messenger*.

THE only real salesmanship-through-advertising is based upon the presentment of 100 per cent truth and honesty in printed words and pictures. And the only way to be able to tell the truth is to know it.—*Mahin Messenger*.

#### WHERE RESULTS ARE WORKED OUT.

I consider advertising as only a means to an end, as a starting point from which to work on the dealer. We cannot tell—cannot even guess—how much of our product any particular advertisement has sold. We don't try to. But we can tell just how effective a year's advertising has been in stimulating our business with the retail dealers.

The dealer is the most important person to the manufacturer. Our advertising is of no value to us unless it serves to interest him in selling our goods. He is human, and will not be persuaded to make them a specialty except from self-interest. We must show him that, if he will co-operate with us, our advertising will help him sell more goods.

We seek this co-operation by every means we can devise, because we know that ultimately the dealer's interest in us or his indifference to us will make or ruin our business.

We use our advertising to secure this co-operation in many ways. For instance: every one of our salesmen carries a set of cards, on which are pasted copies of our latest advertisements. He shows these cards to his customers, explaining what we are doing to make our product familiar to every housekeeper. Then he makes this argument: that the dealer, by making displays of an article which is already widely known, can thereby add to his sales, not only of that article but also of everything else in his store.

—H. G. Ashbrooke, of Jap-a-Lac, in *World's Work*.

#### WHAT BIG HOTELS SPEND.

How much money do the greatest hotel advertisers in the country spend? As far as I can learn the publicity of the Florida East Coast hotels is about the costliest, representing \$70,000 annually. Last season they cut it down considerably. The winter was very mild and business was off 30 to 40 per cent, or even more, some estimated. And some people went so far as to blame this lack of free and full advertising as the cause of Florida's poor season.

The Hotel Empire, one of the most widely advertised hotels in New York City, has spent a mint of money. Mr. W. Johnson Quinn, the proprietor, told me that he spent \$110,000 in one year, a large part being in exchange for room rent only, and not for cash. Milton Roblee, of the Hotel Belleclaire, told me that for several years he spent \$25,000 to \$40,000 per annum, but recently he has been in the bankruptcy court. Most of his advertising was in exchange for hotel accommodations. According to Mr. A. R. Blakely, the St. Charles, in New Orleans, has spent about \$25,000 per annum for publicity. Mr. Henry Lawrence, of the Claypool, in Indianapolis, says he did not spend \$300 in advertising the hotel before it opened, and has not averaged half that amount annually since.—*Houston R. Harper, in Practical Advertising*.

## THE FIRST IN 1907.



On another page is reproduced a duplicate of the Star Guarantee Certificate issued on January 2 to the Boston Post. With the application of the Post for the Star Guarantee were received statements of copies printed during 1906 of both the daily and Sunday editions, showing an average issue for the daily of 237,848 copies, and for the Sunday edition of 228,072 copies. For 1905 the figures were, daily, 230,427; Sunday, 191,914.

The Post is the fifty-sixth paper to secure the Star Guarantee. After the rating of each of these papers in the 1907 Directory will appear the following paragraph, together with a cut of the Guarantee Star:

**★** The absolute correctness of the latest rating of copies printed accorded the ——— is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

The full list of papers at present members of the Star Galaxy is as follows:

### CALIFORNIA.

Oakland.....Herald.

### COLORADO.

Denver.....Post.

### CONNECTICUT.

Bridgeport..Morning Telegram and Union.

### DISTRICT OF COLUMBIA.

Washington.....Evening Star.

### GEORGIA.

Atlanta.....News.  
Augusta.....Chronicle.

### ILLINOIS.

Chicago.....Daily News.  
Chicago.....Tribune.  
Chicago.....Record-Herald.  
Chicago.....Examiner.  
Decatur.....Daily Review.  
Decatur.....Herald.  
Peoria.....Star.  
Peoria.....Journal.

### INDIANA.

Crawfordsville.....Journal.  
Indianapolis.....News.  
Indianapolis.....Star.

### IOWA.

Des Moines.....Successful Farming.  
Sioux City.....Tribune.

### MARYLAND.

Baltimore.....News.

### MASSACHUSETTS.

Boston.....Globe.  
Boston.....Post.  
Brockton.....Enterprise.

### MICHIGAN.

Jackson.....Morning Patriot.

### MINNESOTA.

Minneapolis.....Journal.  
Minneapolis.....Tribune.  
Minneapolis.....Farm, Stock and Home.  
Minneapolis.....Svenska Amerikanska  
Posten.  
St. Paul.....Pioneer Press.

### MISSOURI.

Kansas City.....Star.

### NEBRASKA.

Lincoln.....Daily Star.  
Lincoln.....State Journal and  
Evening News.

### NEW JERSEY.

Red Bank.....Register.

### NEW YORK.

Brooklyn.....Standard Union.  
New York City.....Printers' Ink.  
Buffalo.....Evening News.  
Mount Vernon.....Argus.  
Troy.....Record.

### OHIO.

Akron.....Beacon Journal.

### OREGON.

Portland.....Journal.

### PENNSYLVANIA.

Philadelphia.....Bulletin.  
Philadelphia.....Press.  
Philadelphia.....Farm Journal.  
Pittsburg.....Post.  
West Chester.....Local News.

### SOUTH CAROLINA.

Columbia.....State.

### TENNESSEE.

Knoxville.....Journal and Tribune.

### VIRGINIA.

Richmond.....Times-Dispatch.

### WASHINGTON.

Seattle.....Post-Intelligencer.  
Seattle.....Times.

### WISCONSIN.

Milwaukee.....Journal.  
Racine.....Wisconsin Agriculturist.

### CANADA.

Montreal.....Star.  
Montreal.....La Presse.  
Toronto.....Mail and Empire.  
Victoria.....Colonist.

### CHOPPY DISPLAY IS BAD OPTICS.

When the eye sees a headline in large type its focus adjusts itself accordingly. When it attempts to read the line in smaller type it has to change its focus. This muscular effort is like the racking back and forth in a camera when you change the focus of its lens. Is it a surprise that your eye wearies in reading advertisements in which every other line is of a different size or style of type, and every third word capitalized—*purely a case of type let loose!* (Instances of which are legion.) And isn't it most natural for the eye to say, "This jumping back and forth is mighty tiresome—turn over the page!"

That's exactly what *does* happen.

And that's why lots of advertising "don't pay."—*Copy.*

### WHERE TO AIM THE FLOUR ARGUMENTS.

The forty-odd million sacks of flour consumed yearly in the United Kingdom are mainly eaten in the form of bread. In the houses of the rich and in the best hotels bread is sparingly eaten, but among the middle class and in workingmen's homes it forms a considerable portion of the diet. As the latter class predominate and as their families are the most numerous, it is not improbable that the children under 16 consume about three-fifths of the total flour sold in the United Kingdom. In a commercial sense, therefore, the children are the millers' best friends.—*London Milling.*

### Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion. \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

#### WANTS.

**WANTED**—All kinds of linotype composition. Send for rate card. FRANK B. WILSON, Kenton, Ohio.

**WANTED**—Foreman of mailing room, morning paper, six days. Salary \$30.00. THE OKLAHOMA, Oklahoma City.

**I** WHITE good copy, either "news publicity" or advertisements. Address H. P. THURLOW, care of World, 61 Park Row, N. Y. City.

**THE** circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**THOUSANDS** of men owe their advancement to us; if you are a competent man we have a position for you; write for booklet. HAPGOODS, 306 Broadway, N. Y.

**PHILADELPHIA AGENCY** wants a young man, thorough knowledge of printing, State experience and references, with salary expected. "M. F." care Printers' Ink, New York.

**WANTED**—A young lady who has had considerable experience in making contracts for newspapers. Send applications with references to the KATAKNO COMPANY, 39 Vesey St., New York City.

**NEWSPAPER POSITIONS** open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

**"ADVERTISERS' MAGAZINE"**—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave. Kansas City, Mo.

**WANTED**—Thoroughly experienced advertising manager for daily paper in Middle Southern city. Must be high class, thoroughly experienced and with record in similar capacity. Excellent salary to right man. Address "SOUTHERN CITY," care Printers' Ink, giving experience and references.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 143 Metropolitan Annex, New York.

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and as managers should use the classified columns of PRINTERS' INK, the business Journal for advertisers, published weekly at 10 Spruce St. New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

### WANTED.

Man who has had experience in bank, trust company and real estate advertising. Must understand these businesses and be a good writer. Good salary. Address "BANK ADVERTISING," care Printers' Ink, New York.

### PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. STANDARD ENGRAVING CO., New York.

#### PATENTS.

**PATENTS** that PROTECT—Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Estab. 1869.

**SHEPHERD & PARKER.** Solicitors of Patents and Trade Marks, 508 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

### DIRECTORY OF NOVELTY MANUFACTURERS.

**AGENTS** wanted to sell ad novelties, 25¢ com. 3 samples, 100 J. C. KENYON, Owego, N. Y.

**WRITE** for sample and price new combination Kitchen Book and Bill File. Keeps you and before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**WE** want to know every Advertising Manager in United States and want every Advertising Manager to know us. We make METAL NOVELTIES for advertisers. You want us; we want you. Drop us a line on the letter head of your Company and we will send you a handsome souvenir.

S. D. CHILDS & COMPANY,  
Who Make ART NOVELTIES for Advertisers,  
200 Clark Street,  
CHICAGO.

## HALF-TONES.

## NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1.; 4x5, \$1.60.  
Delivered when cash accompanies the order.  
Send for samples.  
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**HALF-TONE** or line productions. 10 square inches or smaller, delivered prepaid. 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited,**  
of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

**PASTE** for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia-Carolina Chemical Co. use it exclusively in 16 factories. Sample free. CHAS. BERNARD, 609 Hector Building, Chicago.

## PREMIUMS.

**THOUSANDS** of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list, price illustrated catalogue (60¢). Greatest book of its kind. Published annually, 35th issue now ready; free. S. F. MEYERS CO., 47w. and 49 Maiden Lane, N. Y.

## ADVERTISEMENT CONSTRUCTORS.

**ADVERTISEMENTS** written, designed and placed anywhere. Advertising literature written, designed and printed. Advertising and follow-up systems a specialty. Write me. F. L. KLINE, 310 West Square, Buffalo, N. Y.

**I** If they only could determine just when they could afford to be forgotten, they would not ADVERTISE incessantly. Dread of oblivion keeps those who advertise for results "Everlastingly at it," and that persistence makes them rich.

I make many different kinds of advertising things, to keep people from doing what they so easily can, and WILL DO—viz., forget you at the most unfortunate time—that is to say, when they have an order to place. Shall I send you some samples? No postage, please.  
No. 77. FRANCIS I. MAULE, 402 Sansom St., Phila.

## CARD INDEX SUPPLIES.

**GET** prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

**STANDARD INDEX CARD COMPANY,**  
707-709 Arch St., Philadelphia, Pa.

## PAPER.

**BASSETT & SUTPHIN,**  
45 Beekman St., New York City.  
Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

## PRINTERS' SUPPLIES.

**PRINTERS**—Get our list of job type at \$1 font. KUESTNER, 245 E. 125th St., New York.

## PRINTERS.

**PRINTERS.** Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**WE** print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.

## COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## COIN MAILER.

**\$2.00 PER 1,000.** For 6 coins \$3. Any printing. ACME COIN CARRIER CO., Burlington, Ia.

## ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY,** 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**H. W. KASTOR & SONS ADVERTISING COMPANY,** Laclede Building, St. Louis, Mo.

**THE IRLAND ADVERTISING AGENCY,** Write for Different Kind Advertising Service. 725 Chestnut Street, Philadelphia.

**ALBERT FRANK & CO.,** 25 Broad Street, N. Y. General Advertising Agents. Exclusively. 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

The name of George P. Rowell & Company, that has had a place on the list of Advertising Agencies for forty-two years, has recently been withdrawn, and the business is now conducted by Mr. W. F. Hamblin at No. 12 Spruce st., New York, as successor to the old firm. Mr. Rowell retired in 1905, but is a stockholder in the Printers' Ink Publishing Company and continues to take considerable interest in the management of the American Newspaper Directory, which he established in 1869 and has published annually or quarterly for thirty-eight consecutive years. He was the first man to undertake to ascertain and make public the regular editions issued by the newspapers. No similar system has ever had vogue in any country other than America.—*Printers' Ink, December 19, 1906.*

## ADVERTISING MEDIA.

**TWENTY** grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The RECORD reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

**I** WANT an Advertising Solicitor in every town of the U. S., of over 100,000, to represent the WEEKLY MIDDLE WEST. A sure "result producer." Men must have large experience, as I want them to work exclusively on full page business, under an entirely new plan. Good solicitors can make \$100 per week, without materially interfering with their present business. ROY KEATOR, Publisher, 123 LaSalle St., Chicago, Ill.

## AN OPEN LETTER.

You are seeking business from the MERCHANTS of the West and Southwest. Why not go to them direct through the journal which they recognize—the paper that carries the store news—the trade paper that they read from cover to cover—the weekly MANUFACTURER AND JOBBER, Kansas City! Advertising rates on application.

## ADDRESSES FOR SALE.

**CALIFORNIA'S** rich farmers, \$3 per thousand. EUGENE A. GRANT, Pasadena, Cal.

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER,** lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

PRESS CLIPPING BUREAU.

SOUTHWEST PRESS CLIPPING BUREAU,  
Topeka, Kan., covers only Kan., Mo., Ark.,  
Tex., O. T. and I. T.

CARDS.

COIN Carrier—The 20th Century is a repeater,  
the best made. Ask for samples and prices.  
Scott-Miller Co., 71 N. N. Jersey St., Indianapolis.

TO ADVERTISERS.

LET US DISTRIBUTE your advertising matter.  
We have an organization that enables us to  
cover any territory and reach any class of people.  
Through reliable Distributors located throughout  
the United States and Canada we can dis-  
tribute your matter more effectively and for  
less than half the cost to you in any other way.  
OUR DISTRIBUTORS' DIRECTORY mailed free  
to Advertisers desiring to make contracts direct  
with our Distributors. We Guarantee Good  
Service. References—Bradstreet. NATIONAL  
DISTRIBUTING CO., 700 Oakland Bank Building,  
Chicago, Ill.

PUBLISHING BUSINESS OPPORTUNITIES.

RAILROAD and Financial Weekly  
Over 50 years old—Fair circulation.  
Gross business \$24,000—Expense \$14,000.  
Reason for selling—mental breakdown of president.  
Controlling ownership \$16,000—Terms.  
Great opportunity for competent publisher.  
Immediate sale desired.

EMERSON P. HARRIS,  
Broker in Publishing Property,  
233 Broadway, New York.

FOR SALE.

FOR SALE—A complete set of Printers' Ink,  
from No. 1, Vol. 1 to Jan. 1, 1917; 57 volumes,  
in perfect condition. Price five hundred dollars.  
Address DAVID MARCUS, office of Printers' Ink.

## Forty Years an Advertising Agent

By George P. Rowell

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force.

The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5 x 8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid.

The Printers' Ink Pub. Co.  
10 Spruce St., New York

# I TRUST NO ONE

PRINTERS INK JONSON,  
NEW YORK CITY.

Office of *The Glen Rock Item*,  
GLEN ROCK, Pa., December 26, 1906.

DEAR SIR—I have your letter under date of the 22d inst. We all had a good laugh over it here. The fact that you would not trust me to ink to the amount of \$1.50 was too much even for our devil here, to whom I showed your letter. *Have been buying paper and printers' supplies for years to the amount of thousands of dollars, and you are the first person to ever ask cash with order from me.* You say you get cash in advance for all your ink, but you do not say that you pay cash in advance for the materials you buy to manufacture your ink.

In this very remarkable letter for a business man you also say that you would send sample book of inks. This book has not come to hand and I suppose you changed your mind when you discovered that I had not sent money to pay postage in advance. I now enclose my check (which I assure you is good) for \$1.50, for which send me by express one pound black job ink, one dollar a pound kind, and one pound black job, fifty cents a pound kind.

Very truly,  
M. L. KAPP, Publisher.

A great number of printers on first impression feel as if their credit has been questioned when I ask cash in advance for my goods, and oftentimes never come back. The wise ones think it over and realize that my goods must have some merit, otherwise I would not be so independent. When a customer feels dissatisfied with his purchase, no arguments are used to influence him to keep the goods. His money is refunded, also the cost of transportation. Send for my sample book. Address

PRINTERS INK JONSON  
17 Spruce St., New York



paper advertisement of the White Mountain Freezer. This is neat and sensible in arrangement, shows an excellent picture of the article advertised and presents some strong and convincing arguments. As a whole, it is a very commendable piece of work.

\* \* \*

This Mellin's Food advertisement is not so good as the Mellin's publicity generally is. The two babies are all right and the story the advertisement tells is a good one, but the illustration is not by any means improved by the addition of the surroundings and accessories. The two babies, side by side, with no crib or other details to detract attention from

wind up at the corner of Eleventh street and Pennsylvania avenue,

**Mellin's Food**  
for the Baby

Dorothy Ashby  
Mother of the Twins

Look at this picture carefully, it is an unusual photograph. It shows two babies who were born at a weight of only eight pounds each. They were fed a small amount of Mellin's Food and in a few days they were able to take a full ounce of Mellin's Food. The twins were born at a weight of only eight pounds each and gained ten pounds in a few days.

Donald Ashby  
Mellin's Food

From my own baby to feeding perfectly and gain fast a strong, active, intelligent baby.

My baby was born at a weight of only eight pounds and with a better than mother's milk, but on the fifth day, unfortunately, died of an infection that went to the heart. Mellin's Food is the best without fail to the mother for babies.

If you will send me your name and address, we will gladly give you a sample bottle of Mellin's Food to try.

Mellin's Food Company, Boston, Mass.

**WHEN** you buy an ice cream freezer your principal aim is to stock the one that will last the longest.

It must work right, be made right, look right, and have back of it—Reputation.

That reputation that wins for it the confidence of the buying public.

**The White Mountain Freezer**

has been on the market for over 30 years, and in no time during that period has it yielded first place to any other freezer.

The **WHITE MOUNTAIN** is constructed of material that time and innumerable experiments have proven the best for freezer construction, making it of uniform strength in every part, while each part contributes to the strength of the whole and helps make the machine exceptionally durable.

It has the triple action, and produces the smoothest and richest of cream with the least effort and time.

All **WHITE MOUNTAIN** Freezers represent the latest mechanical improvements.

**WHITE MOUNTAIN** Freezers are known everywhere, and wherever known are the standard by which all other ice cream freezers are judged.

There is a customer for every **WHITE MOUNTAIN** Freezer, put them in stock and these customers will be yours.

**THE WHITE MOUNTAIN FREEZER CO.**  
Methuen, N. H., U. S. A.  
MANUFACTURERS OF FREEZER PERFECTION

them would have been much more interesting and valuable as an advertisement. This is a picture which tells a story, yet those who tell it deliberately draw attention away from the strong features of the story by introducing extraneous matters which do not belong in it. This advertisement is much like the conversation of some people who start to tell you about a visit to the Hippodrome and

Washington, D. C., without ever getting to the Hippodrome at all.

#### DISCOURAGING THE SMALL PURCHASER.

A prominent retailer in men's furnishings has little use in his store for the man who buys ten cents' worth all at once. Says he to the *Haberdasher*:

"I have seen many a man enter a shop and buy one collar. The salesman's face would beam. He would draw forth a mirror and aid the purchaser in adjusting his cravat. In fact, in every way the merchant has impressed me as appreciating highly that man's custom when he knew absolutely that his visitor bought only when he felt it unavoidable, and then in the smallest possible quantity.

"Now in England such a man would mighty soon be made cognizant of the fact that no great value was placed upon his custom. If he repeated the offense several times the merchant would make his opinion so apparent the man would go elsewhere next time.

"I believe such an attitude toward the chronically small buyer should be encouraged. I believe we could create a new conception of business, one that would make men hesitate to play the 'cheap' act with us when they are extremely free with their shekels in the cigar store and elsewhere. I do not advocate a coarse, rough treatment of anyone, yet I believe that by his manner the merchant and his salesmen may indicate their sentiments toward those who make a continual practice of buying the smallest amount of merchandise possible to carry them through the day or week."



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

SILVER LAKE, Mass.

Editor Ready Made Department:

Herewith I inclose you six advertisements which I wrote up for local merchants and which appeared in local papers. I am sending them to you in the hope that you will be able to find time, and space in PRINTERS' INK, to criticize them.

I am an amateur in adwriting, having but recently completed a course with a New York correspondence school, and am doing this work as a side line at present.

I am a constant reader of your valuable little journal and every week find something new and helpful in my quest for advertising knowledge.

Very truly yours,

J. C. OWERS.

Your fruit ads for Mary D. Costa are very good, and your "Old Colony" clothing ads are good in spots. A particularly bad spot in the "Old Colony" ads is your argument against all hats advertised in the magazines, where you attempt to show that the advertising increases the cost of a hat by \$1 or \$1.50. That is not true, and you, as an advertising man, ought to know it. It isn't even plausible. And if it were true it would be the last thing in the world to make a noise about, because any man with a nickel's worth of reasoning power would immediately assume that if it costs \$1 or \$1.50 to sell hats through magazine advertising, it must cost the "Old Colony" even more than that because of the smaller number of buyers reached through the local paper per dollar of cost. As an advertising man, I should never present the argument that advertising increases the cost of the goods, because I don't believe it. I firmly believe that good advertising often reduces the cost of the goods to the consumer by so increasing the demand that it is possible to manufacture on a very large scale and take advantage of every cost-cutting opportunity that is open to those who make and sell things in a big way. In one of your clothing ads you say "We have stopped selling good clothes un-

der some one else's name. Hereafter you will find our name on the etiquette instead of that of the man who made the suit." I wish you would tell me on what part of a garment the "etiquette" is found. I sold ready-made clothing for several years, but the "etiquette" on a garment is a new one to me, even as a technical term. And then, I don't quite understand how the change of name on the "etiquette" is going to make the clothing any better or the price any lower. In fact the name of a reputable and well-advertised manufacturer on the garment should be an added inducement to the buyer, for it places responsibility on both the manufacturer and the dealer in case the purchase is not found entirely satisfactory. The balance of the ad is very good indeed, and to show you that I am not trying to hand you a lemon, your good fruit ads are herewith passed along for the benefit of those who read this department:

### PASS THE FRUIT.

Order to us. We have the best fruit, the best service and the best prices in town.

Telephone, if you're too busy to call—229-12.

Delaware Peaches are plenty just now, at \$1.35 a basket, cheap enough to can. Be better eating than the grocers, next winter.

A fine lot of Spanish Onions this week, the biggest you ever saw. Nicest you ever ate, too—5 and 10 cents apiece.

Lake Valencia Naval Oranges, 60 cents a dozen. Others 20 cents.

English Walnuts, 18 cents pound. Pecans for less money.

Red Bananas—richer flavor than yellow ones—25 and 30 cents.

Apples, Lemons, Limes, Tomatoes, Bartlett Pears, Pineapples, Watermelons, Plums, Cucumbers and lots besides.

MARY D. COSTA,

Court Street, Fruit Store.

### FRUIT FACTS NO. VII.

If you spent more money for fruit, you would spend less for medicine.

Fruit sustains and strengthens both mind and body, supplies all the elements necessary to make and keep you healthy and vigorous.

This week we are offering some new

Califor  
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California figs, large, soft, extra good. 20c. lb. Others 15c.

New dates, too. 8c. lb.

Summer fruit has almost gone again, a few peaches, but they are scarce and high. Plums 5c. dozen.

Our stronghold is Grapes, we have a beautiful showing of Mountain Tokays and California Malagas at 20c. lb.

York State Concord. 18c. basket.

Take clear olive oil for throat and lung troubles, it's better than any drugs. 80 cents quart.

MARY D. COSTA,

Court Street, Fruit Store.

#### A LETTER.

PLYMOUTH, Oct. 13, 1906.

Mrs. Good Housewife,  
Town.

Dear Madam:—

Do you know that if you were to train your children to spend their pennies for fruit, instead of candy:

And were to put fruit instead of sweet foods in their lunch boxes:

If you were to furnish your table with more fruit and less pie and cake:

That your children would be healthier, rosier, stronger, both mentally and physically than they ever have been.

Because fruit contains the elements that up-build and strengthen their little bodies and brains, while cake and candy only gratify an unnatural craving and are actually injurious to growing children.

If you don't believe me ask the doctor. If you want to know more about it, call around, or telephone 229-12.

Yours truly,

MARY D. COSTA.

*A Lemon for the Delinquent Debtor, Who Wouldn't "Dig Down" and Pay Up With This Staring Them in the Face. From the Marshall (Mich.) Daily Chronicle.*

## What Will Your Rating Be?

is the question which confronts every individual in Calhoun County.

C. M. Chown's Retail Report Book will fix your rating with the Calhoun County Merchants for the coming year.

Do you want a good rating?

If so, your past due accounts in our office or on the merchants' ledgers must be paid for on or before August 18, as the last correction before the new book is printed will be made on that date.

Our motto: Justice to all, malice toward none.

THE CHOWN COMMERCIAL CO.,

6 East Main St., Room 1.  
Battle Creek, Mich.

*More of Shannon's Good "Copy," from the Philadelphia Bulletin.*

## Think of a Single Barrel Gun for Only \$5.

A top snap ejector automatic gun, mind you. Made in two pieces, take-down, with pistol grip. It's a 12 gauge, with a 30-inch barrel and weighs 6½ pounds. It has an oil-finished black walnut stock, hard rubber butt plate, rebounding lock and a center hammer. It's the biggest gun value ever offered. Made by the Iver Johnson Company.

Shannon's Reed Bird Shells, smokeless powder, per 100, \$2.25.

Write for Catalogue.

SHANNON,

Hardware,  
816 Chestnut Street,  
Philadelphia, Pa.

21 South Twelfth St.,  
PHILADELPHIA, Pa.

*Editor Ready Made Department:*

I am inclosing you herewith an advertisement of Poth's Beer clipped from the *Evening Bulletin*.

I wish particularly to ascertain whether the valued opinion of the Little Schoolmaster agrees with mine and that of several of my friends, regarding the illustration.

Does it not create an impression entirely in the opposite direction to that which one would suppose a brewery should adopt?

We all know that Beer is intoxicating but it has never been brought so forcibly to our notice that one bottle of Poth's Beer will create such a staggering "load."

Also, is it good judgment to omit the apostrophe in the word Poth's in the heading and employ it both other times where the word is used?

Yours very truly,

HERMAN J. BUB.

With regard to the illustration, which shows a "husky lad" carrying a bottle of beer as large as himself and taking rather long but by no means unsteady strides, I must say that it would not suggest to me the presence of any other "load" than the one in sight. As for the apostrophe, I should say that it should be used wherever the name appears, but that is of no very great importance. Altogether, I believe it's a very good ad.

EDWARD CHARLES BARROLL,  
Advertising Writer.

FARMINGTON, Missouri.

Editor Ready Made Department:

The inclosed series of Osteopathic ads were used by an Osteopath of this town with marked success. It has occurred to me that the subject is rather unique, and might be of interest to the readers of PRINTERS' INK. I wrote the ads, and they were used, one each week in three weekly papers at one time.

The results of these ads were rather unusual. The doctor had been in other business, and lost all his patients. After the second or third ad, used after he resumed practice, the patients began to come. One day he secured sixteen patients. Another day he secured twelve. During one week he secured 23 more, besides those mentioned. This kept up steadily for four months, until he was compelled to get assistants to help handle the work.

As was to be expected, when he discontinued advertising (which he did when I went to Kansas City to manage the copy department of the Horn-Baker agency) his practice dropped off steadily. This would seem to indicate that Osteopathy, like other business, requires continuous advertising.

If you care to add my name to the subscription list in consideration for this matter, I'll appreciate it. Otherwise, it's for the "good of the cause."

Yours very truly,

EDW. C. BARROLL.

I think these ads go about their business in the right way; the one reproduced below, for instance, is particularly good, for a great many people have no idea as to what osteopathy is, and probably do regard it as a massage. To be sure, this ad does not define osteopathy, but it does something to distinguish it from massage and says just enough to whet the appetite for the free book that goes into details. The others of the series are good in various ways, and some of them will be reprinted in later installments of this department:

#### OSTEOPATHY IS NOT MASSAGE.

There's a world of difference between Osteopathy and Massage. There may be a similarity, but Osteopathy is as much broader, deeper, greater than massage as the Arc light is greater than the tallow dip. Don't be misled by the statement of uninformed people. Try Osteopathy yourself and then you'll know just what it is and what it does as well as "how it feels."

#### A BOOK THAT EXPLAINS IT FREE.

Dr. Elliott has ready for distribution a free book which goes thoroughly into the subject of Osteopathy, and tells all

about it in plain, simple language that anyone can understand. Send your name on a postal card, tell what is the matter with you and get this free book. Remember the First Treatment is Free.

W. E. ELLIOTT,

Osteopath,

Office in Farmer's Bank Building,  
Farmington.

Hague Building, Flat River.

*There's Often Great Advantage in Addressing a Particular Class—Especially in a Case Like This. From the Pittsburg (Pa.) Post.*

### For Those Who Are Refused Life Insurance.

People with heart disease, etc., cannot get insured; but the Colonial Endowment Contracts are issued for any amount, in even thousands—on yearly installments. Also issued for one cash payment, for any desired amount.

Pay \$34.20 a year, for 20 years; then get \$1,000 cash. This is the Colonial Endowment Contract; explained in Booklet A free. Issued also, for 5, 10, 15 or 20 years—for any sum, in even thousands, at proportionate rates.

You can stop payments any time—but cannot lose money paid in, for any reason. This holds good on all contracts. If interested in the Colonial Accumulation Endowment Contract (Cash plan), write for free Booklet B.

THE COLONIAL TRUST COMPANY,  
317 Fourth Ave.,  
Pittsburg, Pa.

*Sticks to Its Text and Quits When Its Through. From the Wilmington (Del.) Evening Journal and Daily Republican.*

### Don't Throw Away Your Boots

just because they leak a little or a great deal, for that matter.

We patch, half sole and heel rubber boots, making them absolutely waterproof.

Leave them here in the morning and you can have them the same day. The job won't cost you much.

JOSEPH HESS,

Shoe Maker,

202 W. Seventh Street,  
Wilmington, Del.

R. A. BOYER,  
Furniture, Carpets, Chinaware and Lamps.  
210-212 South Main Street,  
FOSTORIA, Ohio.

**Editor Ready Made Department:**

Please send me your interesting little paper for six months. Inclose you herewith One Dollar as payment for same. Would like to have you tell me what you think of the ad inclosed. I have had about six months' experience in ad writing, but have never taken any lessons.

Please give me your opinion of my work. Inclosed envelope for reply.

Yours very truly,

DAN E. BAUMBAUGH.

Your ads read well, but would look much better and be easier to read if they were less crowded. Referring to a table "made expressly for us," you say "This table will cost you \$20 elsewhere." I would say "Its equal will cost you \$20 elsewhere," because, if it is made expressly for you it is a mistake to intimate that an exact duplicate is obtainable anywhere else in your town. The Ostermoor and Ideal Spring ad is too much mixed—one hardly knows whether to begin reading it at the top of the middle column or underneath the cut in the column at the left. It has too much heavy display and one too many styles of type.

*Savings Bank Argument. From the Bridgeport (Conn.) Farmer.*

## The Saving Man Is His Own Benefactor

and every day brings him an inheritance. Save all the money you can now—in the spring-time of your life—and lay up a reserve fund for your advancing years. The best way to form this important habit is to open an account with the People's Savings Bank, and deposit your spare cash regularly—where it will be absolutely safe, and will accumulate rapidly at compound interest. Two dollars will open an account here. 3½ per cent interest paid.

**PEOPLE'S SAVINGS  
BANK,**

928 Main Street,  
Bridgeport, Conn.

*A Glorification of the Hot Water Bottle. From the Pittsburg Leader.*

## First Aid to the Suffering: A Hot Water Bottle

Better Than an Hospital Corps.

It affords welcome relief in cases of neuralgia, earache, quinsy, lumbago, sore throat, croup, catarrh, nervous troubles, cramps, influenza, sleeplessness, rheumatism, chills, spasms, inflammations of any kind, indigestion and almost all internal disorders.

Hot Water Bottles are Household Necessities.

Mothers find them invaluable for taking the chill out of the babies' beds.

Nurses say they are indispensable for making an invalid comfortable.

800 Hot Water Bottles tomorrow in our Rubber Goods Department at about half the regular prices.

Guaranteed pure rubber.

Well protected edges.

Nickel-plated screw-tops.

Colors—slate and white.

You've never before seen them at such a price—perhaps you won't again, but while this lot lasts, they are 29c. Each.

**KAUFMANN'S,  
Pittsburg, Pa.**

*Nothing the Matter With This One  
from the Philadelphia Bulletin.*

## Fried Oysters, 28c. a Dozen.

Big plump fellows nicely fried—just need heating.

Seems strange no one else in the city has learned the art of frying oysters as we do them. The same is true with most of our cooked foods.

Just tell the folks at home that you will supply the supper for Wednesday evening.

Egg Muffins, 9c. a dozen.  
Light, flaky, egg yellow muffins.

Scarcely need butter, they are so light and rich.

With these Fried Oysters and Egg Muffins you will surely need a cup of our Grand Banquet Coffee.

The above sold only over counter Wednesday at Market and Chestnut Sts. Stores.

**HANSCOM BROS.,  
Philadelphia, Pa.**

*Duplicate*

# ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, *Jan. 2nd 1907*

RECEIVED of the Publisher of *Post, Boston, Mass.*

*One Hundred Dollars*

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

*R. W. Palmer* *Manager.*  
Publishers of Rowell's American Newspaper Directory.

\$100.00

## CONDITIONS.

The absolute correctness of a circulation rating in Rowell's American Newspaper Directory, based upon a satisfactory statement from the publisher of a paper, of the actual number for a full year, is guaranteed by the Directory publishers, under a forfeiture of one hundred dollars, payable to the first person who successfully proves to the Directory publishers that the circulation rating is incorrect. The money paid is not returnable to the publisher at any time or under any circumstances.